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169
Sept.
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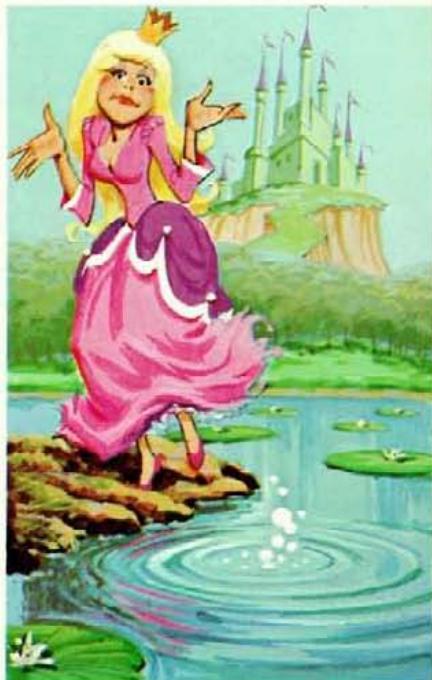
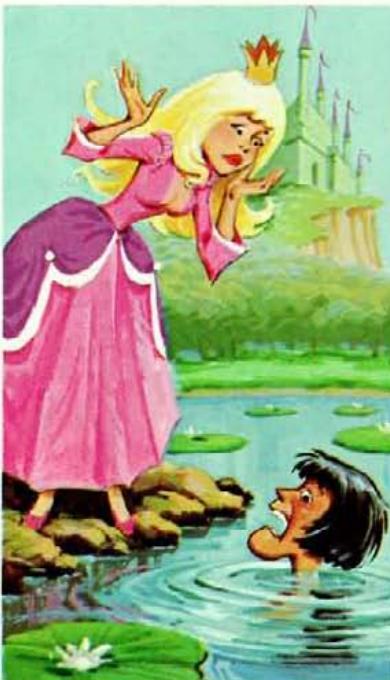
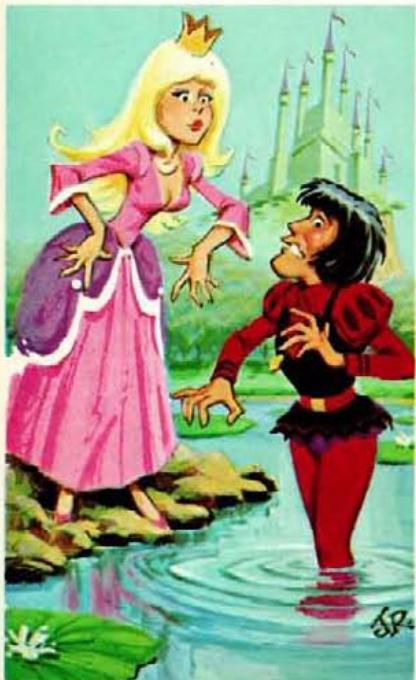
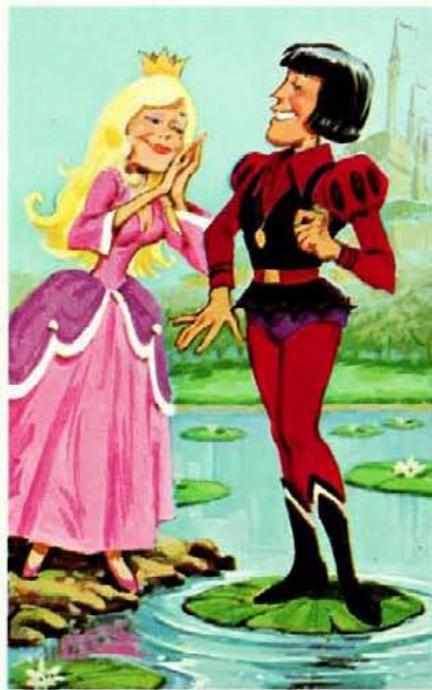
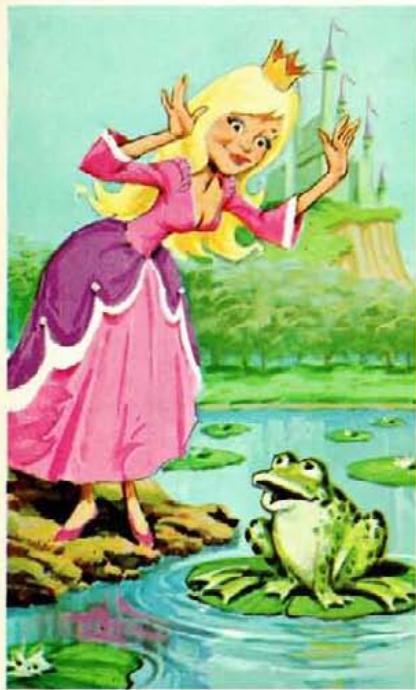


SPECIAL COP OUT ISSUE
SERPICOOL AND McCLOD



SCENES WE'D LIKE TO SEE

(THE FROG PRINCE)



MAD

"Summer is the time of year when the Highway Department closes the regular roads and opens the detours!"—Alfred E. Neuman

WILLIAM M. GAINES *publisher* ALBERT B. FELDSTEIN *editor*

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JACK ALBERT *lawsuits*

GLORIA ORLANDO, CELIA MORELLI, ERIKA HOLTON,
DAVID FRAZIER *subscriptions*

CONTRIBUTING ARTISTS AND WRITERS
the usual gang of idiots

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MAD—September 1974. Volume 1, No. 169. Published monthly except February, May, August and November, by E. C. Publications, Inc., 485 MADison Avenue, New York, N.Y. 10022. Second Class Postage paid at New York, N.Y. Subscriptions: in U.S.A., 19 issues \$7.00. Outside U.S.A., 19 issues \$8.75. Allow 10 weeks for change of address to become effective. Entire contents copyright © 1974 by E. C. Publications, Inc. The Publisher and Editors will not be responsible for unsolicited manuscripts and request all manuscripts be accompanied by a stamped self-addressed return envelope. The names of characters used in all **MAD** fiction and semi-fiction are fictitious. A similarity without satiric purpose to a living person is a coincidence.

Printed in U.S.A.

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(A MAD

MOVIE

SATIRE)

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WITH
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NIXON COVER-UP!

Yep, it's one more thing you can do with these full-color portraits of Alfred E. Neuman, **MAD**'s "What-We Worry?" kid... besides lining bird cages and wrapping fish! You can cover up any picture of Nixon you happen to have hanging around! Send 25¢ for 1, 50¢ for 3, \$1.00 for 9, \$2.00 for 27 or \$4.00 for 81 (and why anyone would have 81 pictures of Nixon hanging around to cover up beats us!) to: **MAD**, 485 MADISON AVENUE, N.Y. N.Y., 10022



LETTERS DEPT.



MY FAIR LADDIE

Regarding "My Fair Laddie", when you do articles on the Women's Liberation Movement, you lose your perspective. As far as I can tell, your publication hasn't presented any valid side of the Women's Movement. There is no mention that a woman is denied credit, underpaid, denied loans, and does not have income considered when a couple applies for a mortgage. How can you deny women are discriminated against? I am a male and my spouse is a feminist. She has retained her maiden name, at my suggestion. We share the housework and are both employed. This hasn't made me feel any less of a man or made me think of her as less of a woman. I sincerely hope you will reexamine the Women's Movement and begin presenting their side of the argument.

John J. Murray, Jr.
Dayton, Ohio

Your trite, hackneyed, stereotyped views of the women's movement are bad enough, but do you have to keep repeating them issue after issue?

Antonia Puzerski
Detroit, Mich.

I thought "My Fair Laddie" was really great!!! And to all you male chauvinist pigs... POW!

Cheryl Gilbert
New Rochelle, N.Y.

WHAT IS AN INTROVERT?

Thank you, Mr. Koch. It cost me just forty cents to learn what a psychiatrist would have charged a fortune to disclose, mainly, that I am a full-fledged introvert. Unfortunately, I can't buy your magazine any more. Last time I was at a newsstand, I spent three hours letting people get ahead of me in line, and then was arrested for loitering!

Kathy Harms
Riverside, Calif.

Tom Koch's "Introvert" displayed magnificent insight into a character who confronts us all at one time or other. Please don't print this letter. Oh, what the heck! I might as well start being an extrovert.

Kevin Perry
Collinsville, Ill.

YOU KNOW THERE'S SOMETHING FISHY

You know there's something fishy when... you see someone actually laughing while reading **MAD**!

Chris Durmick
Newark, Dela.

MAD FIRE-BOX COVER

Your smashing red fire-box cover was no cause for alarm!

Andy Serling
Saratoga Springs, N.Y.

When I picked up your "In Case Of Worry Break Open This Issue" issue, I had no worries! Then, I read it! Now, I'm worried!

Stanley Sacks
New York, N.Y.

LIGHTER SIDE OF MINOR AILMENTS

Congratulations to Dave Berg for his sickly but great "Lighter Side Of Minor Ailments". I'd praise him more but I have to get some aspirin now to ease my writer's cramp.

Robert Orlowski
Queens, N.Y.

I laughed and laughed and laughed at Dave Berg's "The Lighter Side Of Minor Ailments," until I got a paper cut while turning the page.

Toni Alspaugh
New Rochelle, N.Y.

Dave Berg's "Minor Ailments" gave me a bellyache!

Don Striplin
Modesto, Calif.

MAD GAME OF BASEBRAWL

I thought Al Jaffee's "The MAD Game Of Basebrawl" was far fetched until I turned on my TV, and Cincinnati and Pittsburgh were playing basebrawl.

Mark Weber
Lebanon, Ohio

Your explanation of the zappings in "Basebrawl" was about as clear as an explanation of the blue lines in hockey!

Robert May
Louisburg, N.C.

As a tribute to Al Jaffee's revolutionary innovations in the game, he should be feted at home plate. Better still, he should be *fettered* to home plate when bases are loaded and the last man to bat is running out an inside-the-park home run.

Frank Judge
Grosse Pointe Park,
Michigan



Jaffee...ouch at home plate!

THE ALMIGHTY DOLLAR SIGN

I sincerely enjoyed Bob Clark's and Max Brandel's "A MAD Look At The Almighty Dollar Sign." Sorry I sent this letter postage due, but who has enough \$\$ to buy stamp?

Chris Fleischman
Liverpool, N.Y.

KARATE MOVIE PRODUCER OF THE YEAR

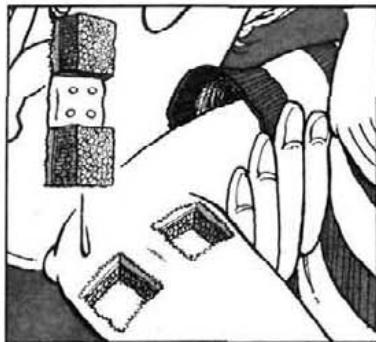
As revealing as Stan Hart's "MAD's 'Karate Movie' Producer Of The Year" turned out to be, at first glance I thought he was describing a typical day in New York City.

Lyra Halprin
Berkeley, Calif.

MARTIN'S BAND-AID BUNGLE

Don Martin's "One Tuesday Afternoon After School" was a real rip off!

David Stucky
Bolivar, Ohio



A Real Rip Off!

BUSSING IN OTHER AREAS

Arnie Kogen left out one thing in his "Bussing In Other Areas For The Purpose Of Social Integration": Bussing the MAD Writers to an "Authors League of America" meeting.

Cindy Zedalis
Los Angeles, Calif.

Can you imagine waking up some morning and reading in the newspaper that little green men are being bussed to Earth and we're being bussed to Mars?

Dayne Riddle
York, Pa.

NIXON SLIPPED HERE

I thought the "Mini-Poster" on the back of your June issue was mean, cruel, downright dirty, and thoughtless. The reason I think that is because I am one of Nixon's fans. Or should I say his *only* fan?

Mike Moorman
Muncie, Ind.

Yep, "Nixon Slipped Here" . . . and it wasn't on Johnson's Wax!

Greg Knapp
New York, N.Y.

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- DAVE BERG Looks at Living
- The All-New SPY vs. SPY
- SPY vs. SPY Follow-Up File
- 3rd MAD Dossier of SPY vs. SPY
- A MAD Look at Old Movies
- Return of MAD Old Movies
- MAD-VERTISING
- AL JAFFEE'S Snappy Answers
- AL JAFFEE'S MAD Book of Magic
- More AL JAFFEE Snappy Answers
- AL JAFFEE'S MAD Monstrosities
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- Aragones's MAD-ly Yours
- Aragones's In MAD We Trust
- MAD for Better or Verse
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- MAD Word Power
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GRAFT DODGER DEPT.

Tired of all those movies that show the Cops heroically struggling against the forces of Crime and Corruption? Well, there's a movie out now that tells it like it really is . . . mainly by showing how the Cops have stopped struggling! All except ONE Cop, that is! Here is MAD's version of one man's battle to bring decency to Police work, while the audience battles to stay awake while he does it! Meet an honest, Hippie-type Cop called:

SER



Somebody just shot Serpicool, the honest Cop!

That's terrible!

It could have been worse . . . they could have missed!

He's in bad shape, Doc! We'll have to act quickly!

Right! Hurry up and give him two aspirin . . . and call me at ten in the morning!

But it's a matter of life and death!

Oh! In that case, make it FOUR aspirin . . . and call me at NINE in the morning!

Doc . . . how bad is it?

We can't tell yet!

When—when will you know . . . ?

After a few flashbacks!

EECH!

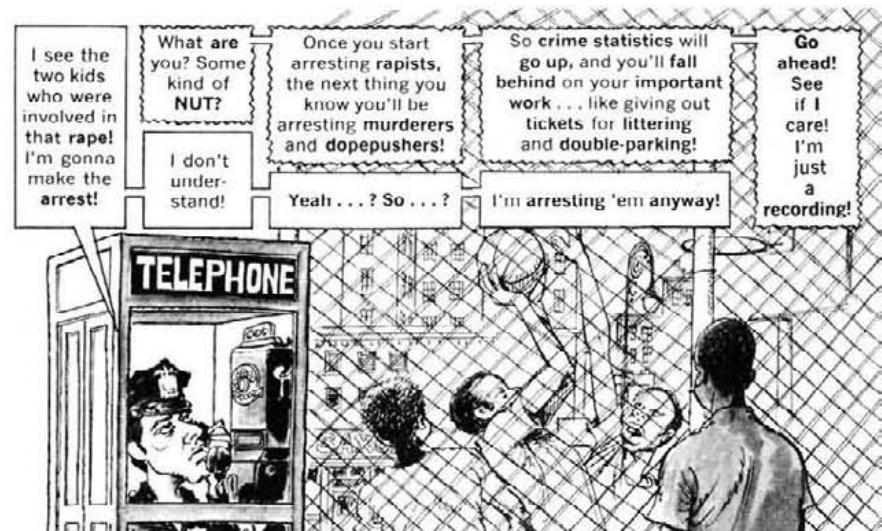
MORT CRACKER

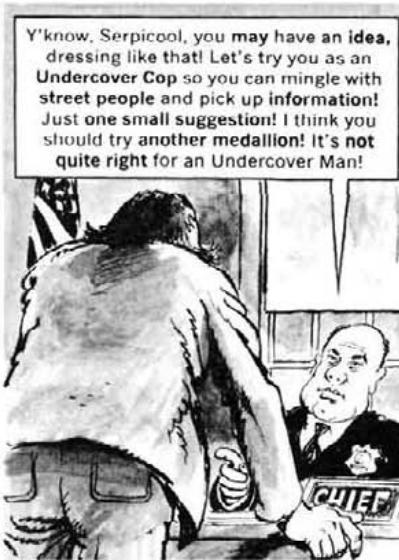
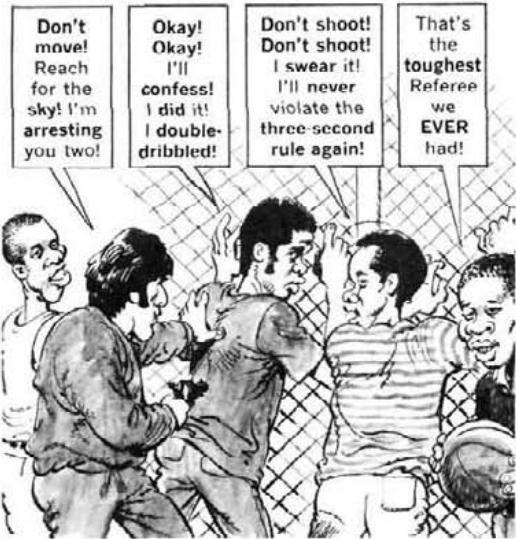
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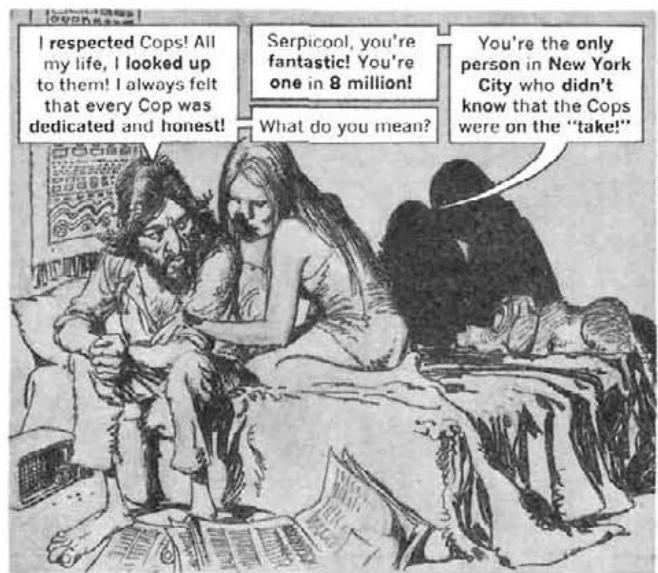
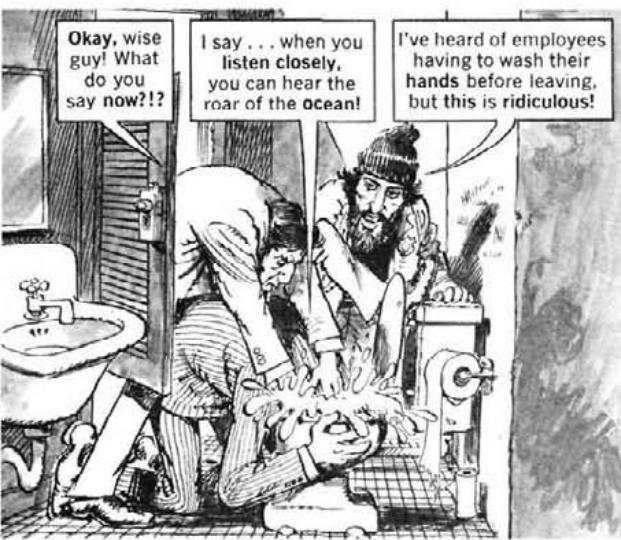
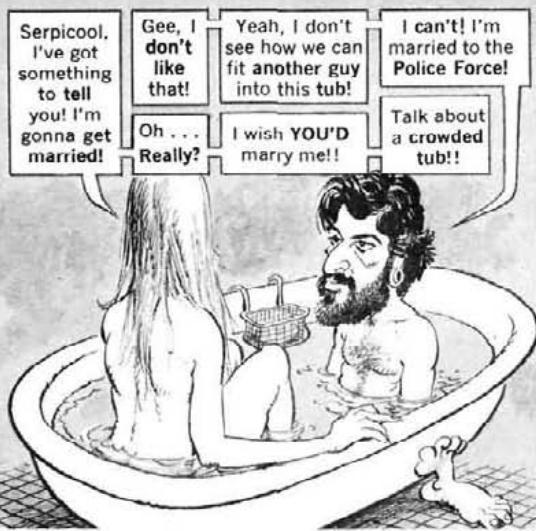
ARTIST: MORT DRUCKER

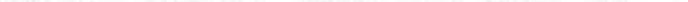
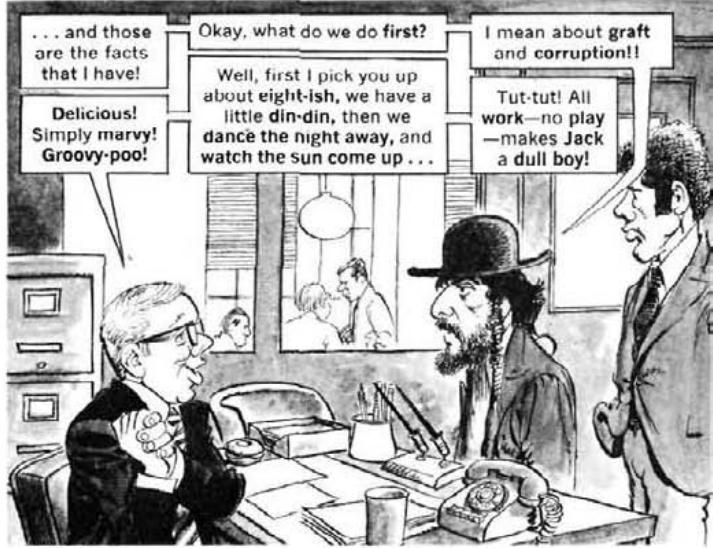
WRITER: STAN HART

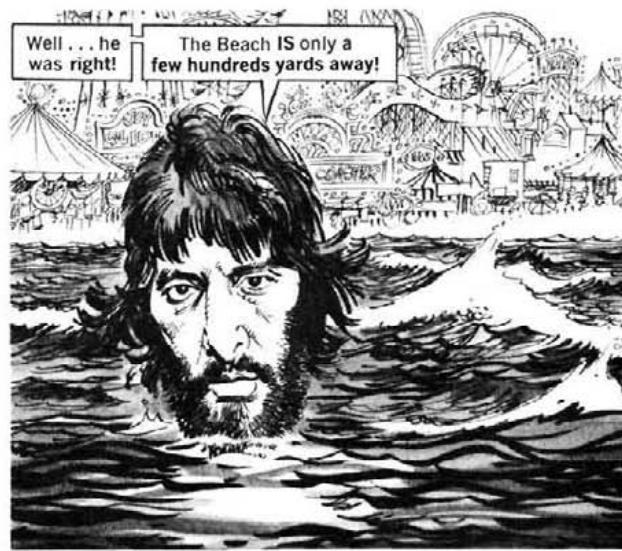
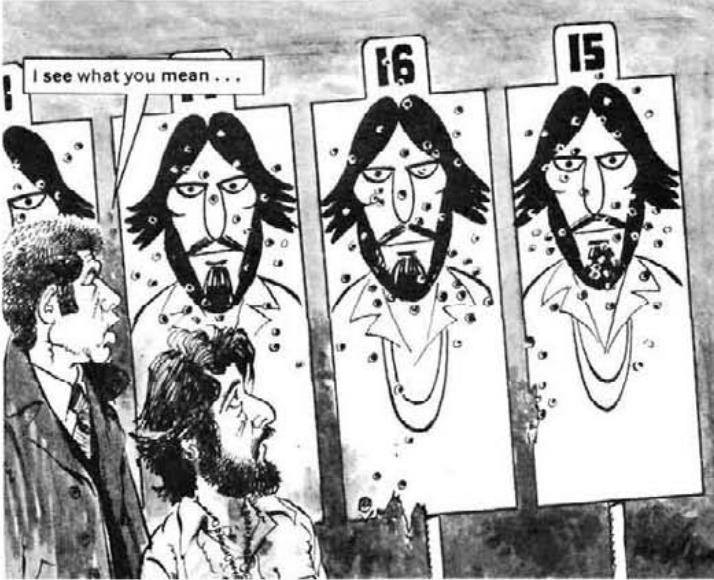


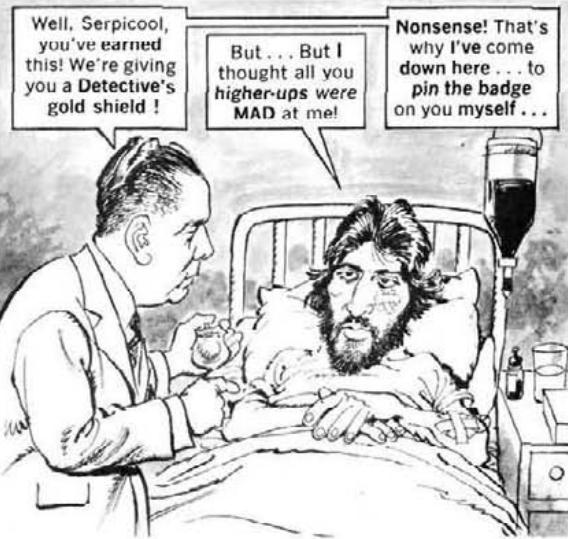








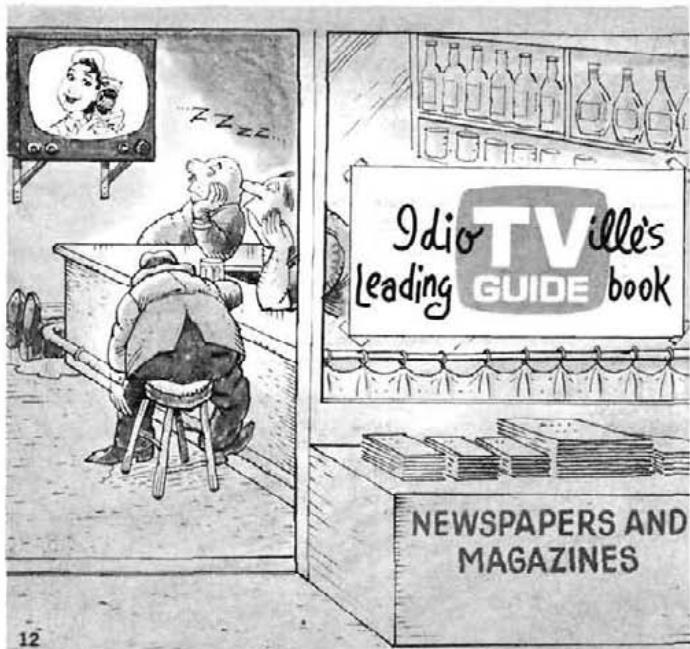
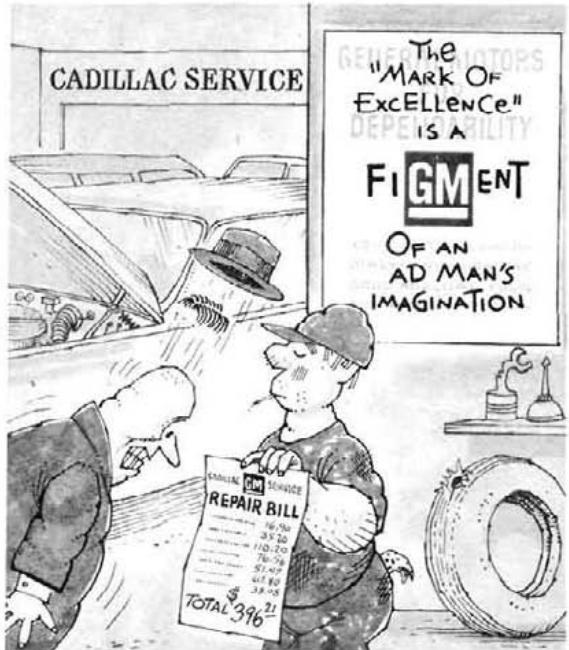




ADD-VERTISING DEPT.

Spray cans and magic markers are changing the face of America. Every day, new bits of irreverence are added to trains, buses, buildings, billboards and any other available public surface. We at

TRADEMARK





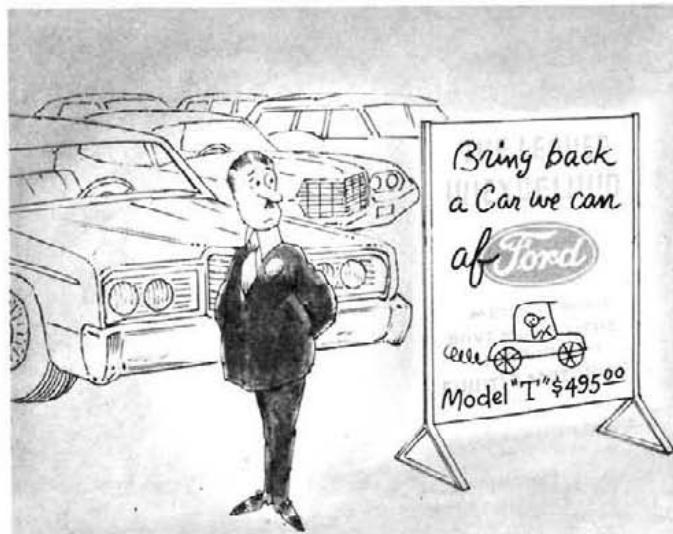
MAD shudder to think what might happen if those Graffiti Rascals ever started attacking that holy of holies, the Corporate Signature. Here are some of the horrors (hch-heh!) that could occur with

GRAFFITI

ARTIST & WRITER:
AL JAFFEE









Alfred's Poor ALMANAC

JUNE

FRI 28	Six-year-old Bobby Yulvey found reading "The Exorcist," gets the devil beaten out of him, 1973.
SUN 30	Whenever there's a gathering of transvestites you can bet it's going to be a big drag.

WRITER: FRANK JACOBS

MON 1	Producer Max Merrick reveals plans for first surrealistic musical, "Hello, Dali!" 1965.
WED 3	Mao Tse-tung answers charges of illegal campaign fund, delivers famous Chinese Checkers speech, 1952.
FRI 5	Astronomer Howard Grepps ponders size of Galaxy, decides instead to buy a Pinto, 1972.
SUN 7	The Ice Age began exactly 8,191 years ago today, that is if you allow for a margin for error.
TUES 9	O.J. Simpson's birthday. Team offers to throw a party if owner will pay the Bills.
THURS 11	Don't ask a mutual-fund salesman questions unless you are prepared for the usual stock answers.
SAT 13	Farmer Ezra Muldoon plowed under by his wife, finds that it is a harrowing experience, 1934.
MON 15	Motorist Milo Freebish sucked into gas tank of car, ends up exhausted, 1933.
WED 17	Happy Polish New Year!
FRI 19	American Reincarnation Society to hold annual Come As You-Were Party, Jerome, Arizona.
SUN 21	Minton Klinger robs Dr. Scholl factory, becomes world's first arch criminal, 1922.
TUES 23	Sun leaves Leo, moon leaves Virgo, Harry Mishkin leaves wife for belly-dancer in Chicago.
THURS 25	A survey of Volkswagen owners shows that most drivers consider them quite passable.
SAT 27	Humorist Gordon Waxwood travels to India for material, comes up with the Sikh joke, 1955.
MON 29	Dairyman Foster Fleen feeds icecubes to prize cow, develops instant cold cream, 1953.
WED 31	Jewel thief Roscoe Croom sells gems to friends on block, proving good neighbors make good fences, 1921.

THURS
27

MAD #169 goes on sale. Publisher is convinced it will sell like hotcakes.



SAT
29

Surgeon Byron Furb removes half of patient's intestine, invents the semi-colon, 1940.



JULY

MON 1	Photographer Irving Schmill misbehaves in dark-room, charged with indecent exposure, 1967.
TUES 2	Murray Applebaum puts his John Hancock on his Declaration of Independence, leaves his wife, 1968.
THURS 4	Vacationer Waldo Schwab can't get hotel room in Bermuda, takes Miami Beach as last resort, 1950.
SAT 6	Steve Lawrence's birthday. Wife to take him out for an expensive Gormé dinner.
MON 8	Tree surgeon Elmo Smedley expands his business, opens branch office, 1878.
WED 10	Grocer Ira Entwhistle orders too many cases of herbs, winds up with thyme on his hands, 1948.
FRI 12	Gerald Ford's birthday. Chums in Congress throw cocktail party with drinks on the House.
SUN 14	Grover Swink delivers porno mags on bicycle, becomes first smut pedaler, 1970.
MON 16	A Spanish yes-man has the ability to si his way through any problem.
WED 18	See August 9th.
SAT 20	U.S. investigates price-fixing among cement companies, demands some concrete answers, 1948.
MON 22	L.A. Rams trade center and fullback for Right Guard; locker room still smells, 1969.
TUES 24	Vegetable farmer Uriah Birnbaum develops a dwarf-sized potato for small fries, 1930.
FRI 26	Jackie Onassis's birthday. Don't buy her an antique as she already possesses an ancient ruin.
SUN 28	Vampire Zoltan Sandar breaks engagement with his sweetheart, says she's not his type, 1946.
MON 30	Feline section of Bronx Zoo forced to close after wildcat walkout, 1966.

AUGUST

THURS 1	Paris streetwalkers raise rates, blame it on high cost of loving, 1973.
SAT 3	"Nixon To Remain In Office" according to an unimpeachable source.
MON 5	Lady Godiva cancels ride because of cold weather, says she can't bare it, 1040.
WED 7	Russian farmer who doesn't take care of his land better watch his steppe.
FRI 9	You can be talked into anything, can't you!
SUN 11	Congress will reconvene today, figuring that country has had enough of gas shortage.
TUES 13	Death-row murderer Enos Snill eats last meal of hot fudge sundae & lemon pie, gets just desserts, 1935.
FRI 2	Dope addict Wembley Quirm swallows stash of heroin, gets the horse-laugh, 1971.
SUN 4	Lucille Ball's birthday. To be rerun August 8th, 11th, 14th, 17th, 22nd and 28th.
TUES 6	Spanish-American War veteran Brad Culp falls in sewer, swims to safety when he remembers the main, 1903.
THURS 8	Deep-sea diver Renfrew Zwick forced to quit job after pulling a mussel, 1952.
SAT 10	Toads don't cause warts, people do!
MON 12	MAD #169 goes off sale. Publisher burns Aunt Jemima in effigy.
WED 14	EFFIGY PA. Form 302

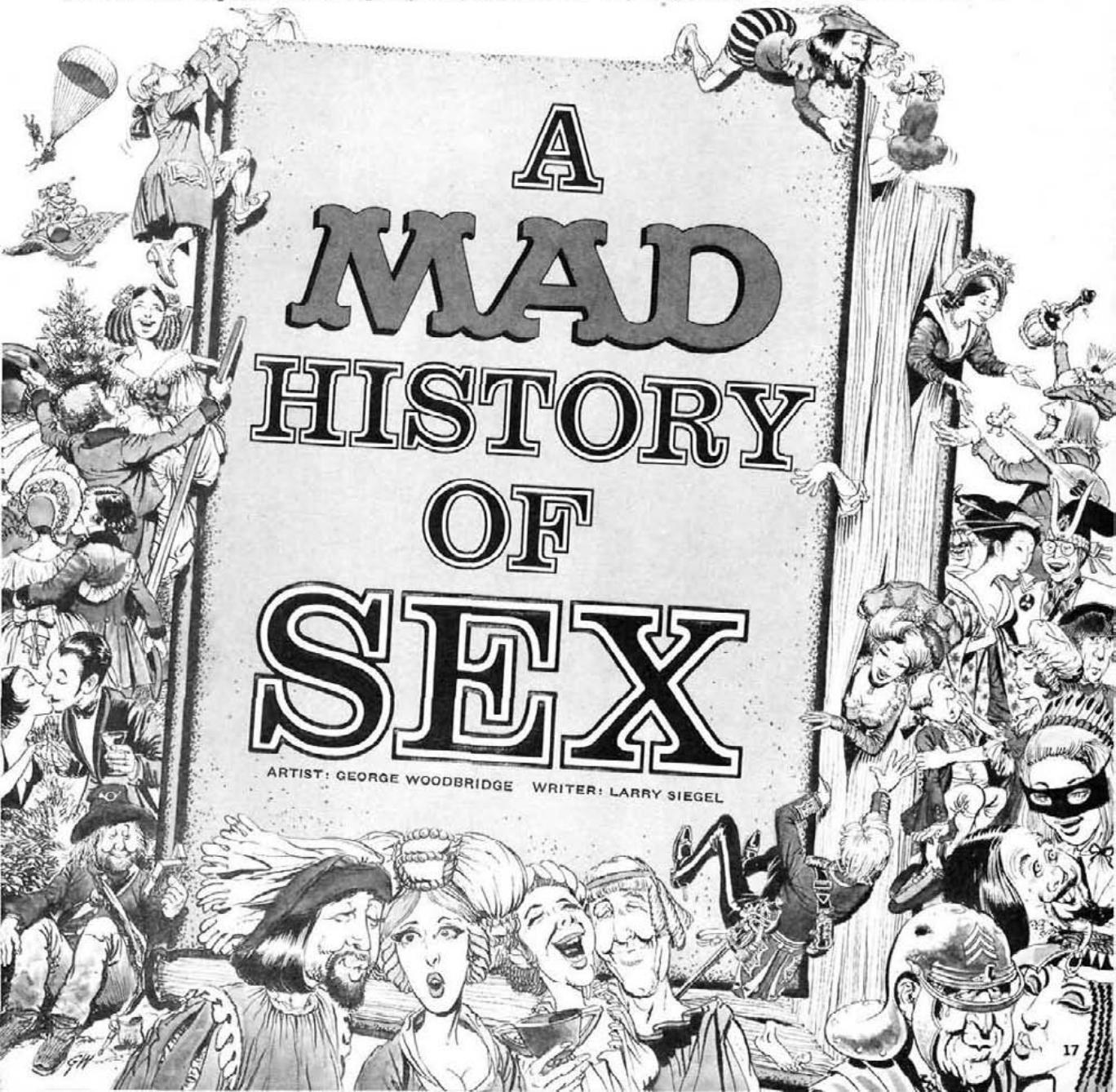


NOWADAYS, more than ever, Mankind seems to be preoccupied with Sex. But we all know that as wonderful as Sex can be, it can also lead to a lot of problems and all kinds of trouble. It is MAD's opinion that the best way to solve these problems and keep people out of trouble is through education. We feel that a good deal more should be written about Sex. We think more people should read about it, and everyone should discuss it more, out in the open. Why do we feel this way? Because the more time people spend writing about Sex, and reading about it, and discussing it, the less time they'll have to *engage in Sex!* And who needs problems?

How did Sex start? What are its mysteries? How did Sexual Attitudes really evolve? How can Sexual Activity affect civilization as we know it today? Frankly we haven't the slightest idea. Then why did we write this article? For a very simple reason. We just want to keep you out of trouble for the next five minutes. (Note: To those of you who are reading this article *while* you engage in Sex, you're in trouble already! And frankly we should have your problems!) Anyway we will now explore this intriguing subject from its very beginnings until the present time in

A **MAD** HISTORY OF **SEX**

ARTIST: GEORGE WOODBRIDGE WRITER: LARRY SIEGEL



CHAPTER 1—HOW SEX BEGAN

IN THE beginning, after He created heaven and earth and the seas and the mountains and the animals, God created man in His own image, and he named him Adam.

Adam enjoyed himself for a while running around the Garden of Eden. But one day he became lonely. "Ged," he said, "there must be more to life than chasing frogs and chewing on rocks. I need a companion."

"A companion?" said God. "You got it."

And so from one of Adam's ribs God created a companion for him. "Do you know who this is?" asked God.

"Let me guess," said Adam. "You made the world's first spare rib."

God gave him a rim shot and then said, "No, dummy, this is a woman. I'll call her Bernice. Adam and Bernice. How does that sound?"

"A little too Jewish, I think," said Adam.

"At this point," said God, "who cares?"

But to avoid an argument, God named the first woman Eve.

"Now," said God, "I am going to leave you two alone and I want you to do what comes naturally."



This is Eve, whom God created in His own image. Actually God looked much better in person, but He didn't own a good mirror.



This is Eve, whom God created from Adam's rib. This gave him an awful pain in the side. Later she gave him an awful pain in the neck, but that's another tale.

The following morning God said to Adam, "Well, what happened last night?" "What do you expect to happen," said Adam smugly, "when a normal, healthy man and woman run through a forest naked?" "You mean...?" said God. "Right," said Adam. "We chased frogs and we chewed on rocks. But we did it together."

"Hold it, Adam," said God, "there are a few things you don't understand." And then God told Adam about the birds and the bees. The next morning God once again asked Adam how things went the previous night.

"Thanks to you, fantastic!" said Adam.

God smiled. "Tell me about it."

"Well, said Adam, "the moon was out, it was a beautiful night. We sat down on the grass and then..."

"And then what?" asked God with great anticipation.

"We chased birds and chewed on bees," said Adam proudly.

"Look," said God patiently, "Man needs love, devotion. Something to occupy his every waking hour. I am now going to create something to give you fulfillment, something you must have to make life worth living."

"Hey, Eve!" cried Adam, all excited. "Did you hear that? God is going to invent Television!"

But instead God invented Sex, the most wonderful, most exciting, most gratifying thing the world was to know. And Sex grew and it blossomed and it flourished. And it was the all-consuming passion of humanity. Until 1948 when Television took over.

CHAPTER 2—SEX DURING THE STONE AGE

(See Chapter 36—

HOW TO AROUSE A 25-YEAR-OLD SUBURBAN HOUSEWIFE)

CHAPTER 3—SEX IN THE HOLY LAND

AFTER THE DAYS of Adam and Eve, Sex became very popular all over the Holy Land and as a result of it, babies were born and the world grew. People were very happy with this new phenomenon. It was something both rich and poor could participate in, it was fun, it was easy to do, and everyone more or less understood how and why it worked the way it did. And then, one day, some Prophet came down off a mountain with a couple of stone tablets, and ruined the whole thing.





In addition the Romans created the world's first Birth Control Device. It was known as "Throwing Christians to the Lions." But while this device worked wonders in cutting down the Christian population, it did occasionally cause troublesome side effects. Namely, very fat lions.



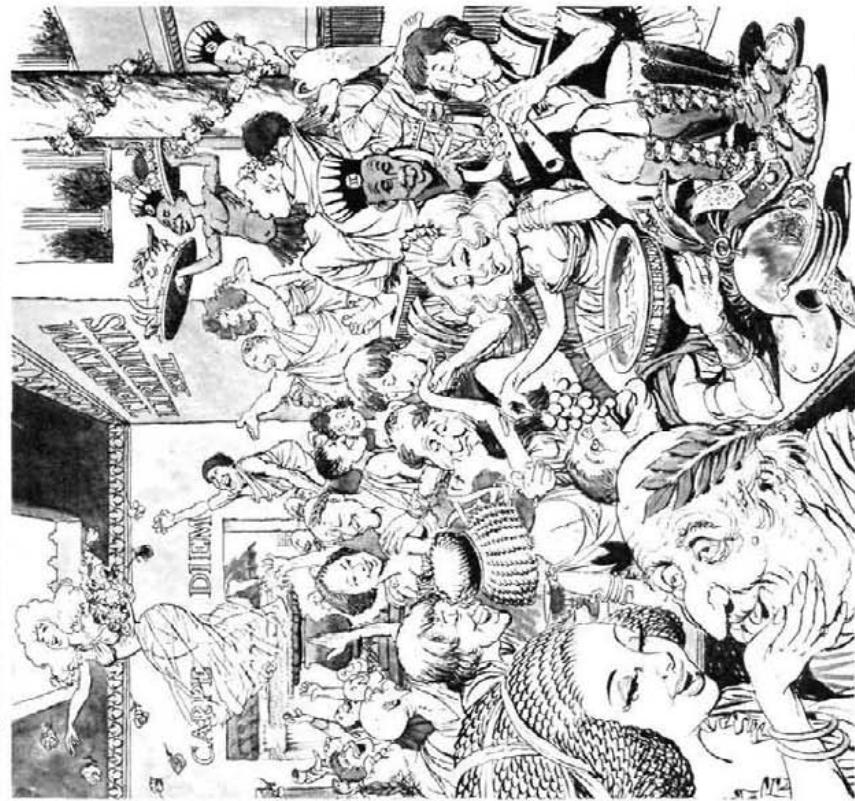
One of the most famous figures in ancient Rome was Julius Caesar, who practiced Sex with an Egyptian beauty named Cleopatra. She later met Caesar's best friend, Marc Antony, and she practiced Sex with him too. There was so much practicing you'd figure that sooner or later they'd get it right. And they did. Anyway it all finally wound up with Antony and Cleopatra taking a boat ride down the Nile. Since this is a frank, open, no-punches-pulled article on Sex, exactly what happened between Antony and Cleopatra on the boat ride, you may ask.

Don't ask!

Caesar eventually went on to become a famous statesman, Antony went on to become a great general, and Cleopatra went on to become a rotten movie.

CHAPTER 4—SEX IN ANCIENT ROME

IF SEX had a temporary setback in the Holy Land, no such problems existed in ancient Rome. Not only did they have a field day there, but the Romans brought many innovations to the practice, chief of which was Group Sex. This phenomenon was carried on into the present day and is discussed more fully in Chapter 31—TWENTIETH CENTURY FUN AND GAMES.



Here you see ancient Romans in a wild bacchanal of booze, lust, sex, and degradation. To historians, this is known as a Roman orgy. To 20th Century teenagers, this is known as a *Bull High School Dance*.

Here are some other nice innovations the ancient Romans were responsible for: (1) The Ear-Lobe Bite, (2) Heavy Petting, (3) The Neck Hickey, (4) Advanced Making Out, (5) More Advanced Making Out, (6) Incredible Making Out, and (7) Roman Numerals. (Note: It's true that Roman Numerals have nothing to do with Sex, but they are nice).

CHAPTER 5—SEX DURING THE MIDDLE AGES

SEX DURING THE MIDDLE AGES can be summed up as follows: Once a month and don't strain yourself. (See Chapter 42—BAD TWENTIETH CENTURY SEX JOKES. Or better yet, don't see it!)

But seriously, fellow scholars, the Middle Ages was an extraordinary period in the history of Sex. Gone was the wild, sick, degrading Sexual Activity of ancient Rome. In its place were gallant knights who treated ladies with honor, respect, and devotion. There is a name for this era: The Age of Chivalry. There is another name for it: The Age of Boredom.

Sex in the Middle Ages was a beautiful experience that was both uplifting and poetic. On their wedding night, the knight would take the lady in his arms, whisper softly in her ear, gently hold her closer, kiss her tenderly, and then in a fit of extreme passion, he would run out and kill a dragon.



But being very proper people, the Establishment in the Middle Ages frowned on pre-marital Sex, and unmarried knights seldom went all the way. So usually in the case of engaged couples, the knight would go out and merely wound a dragon. And of course in the case of inexperienced teenagers who were just getting their feet wet in Sex, the young knight would go out and yell at a dragon. History tells us, however, that not all knights found pleasure in slaying dragons. To them, destroying a poor, ugly beast was cruel and offered no sexual gratification. So they elevated Sex to its highest level in the Middle Ages. They went on crusades and killed thousands of heathens and other people. But more about religion later.

Toward the latter part of the period some men and women began to take an interest in the traditional approach to Sex, often with unexpected results. Illustrated below is the history of one such case.



This is a young married couple, Sir Monty and his bride, Lady Celia.



Anxious to make out with her husband, Lady Celia first struggles to remove his sollerets (or wrought iron shoes).



A half hour later, still in a great passion, the lady strains to remove his gauntlets (or armored gloves.)

An hour later, still burning with passion, she struggles to remove his breast plate.

CHAPTER 6—SEX IN THE NEW WORLD

IN THE 17th CENTURY a group of devout Pilgrims, who were persecuted because of their religion, set sail aboard the Mayflower for the New World and religious freedom. It was a very rough crossing, and the Pilgrims found engaging in sex on the boat to be a harrowing experience. Many of them threw up continuously and were sick for weeks. But since this was the way they also reacted to sex on land, it was no big problem for them.



Once they arrived in the New World, the Pilgrims were delighted. Not only were they able to worship God as they pleased, but they were able to make everybody else worship God as the Pilgrims pleased—or else. They were also able to kill Indians and burn people as witches, and democracy as we know it today was born.



The next morning, still fighting to take off his helmet and visor, her passion at a fever pitch, she makes one valiant tug, and then makes an important discovery . . .



Three hours later, her passion undiminished, the lady struggles to remove his helmet, etc.

Namely, for the past 5 years she has been married to a suit of armor.

CHAPTER 7—SEX DURING REVOLUTIONARY DAYS



SEX THRIVED and flourished in the New World all the way through the Revolutionary War and the founding of this country. Perhaps the greatest Sexual Figure in Revolutionary times was also known as "The Father of Our Country". His name was Benjamin Franklin. We realize some people think that George Washington was the father of our country, and you may say, "You don't know your history." All we can say is, "You don't know your Benjamin Franklin!"

This is Benjamin Franklin, the greatest swinger in early U.S. history, for those who wonder how a fat, pudgy man with glasses can be such a fantastic American Sex Symbol, see Chpt. 44—HERE COMES HENRY KISSINGER, HE'S A CRAZY GUY

CHAPTER 8—SEX DURING THE VICTORIAN ERA



There was no Sex during the Victorian era.

CHAPTER 9—SEX TODAY

WHICH BRINGS us up to the present. And somewhere up in heaven Adam is saying, "Oh, God!" And God says, "Did you want Me, Adam?" And Adam says, "No, I was just looking down on Earth. Do you see what's going? Oh, God!" And God looks down and He says, "Oh, Me!"

And Adam says, "Do you see all that carrying on? Those wanton men? And those wicked women who sell their bodies for money? What do you call them again?"

"Suburban Housewives," says God sadly.

"And those movies," says Adam. "I just saw one down there I couldn't believe. And it was rated G.P. What does GP stand for?"

"God Protests," says God. "Oh, Adam, I meant well when I started this whole thing. Where did I go wrong?"

"Don't be so hard on Yourself," says Adam.

"But what should I do?" asks God. "I must teach them a lesson."

"I have it," says Adam. "Why don't you do what you once did in Egypt? Go

into every home and slay the first-born."

"I thought of that," says God. "but it won't work. Where are you going to find a house nowadays where the first born lives at home? On top of which, you kill some of those kids, you won't be punishing the parents, you'll be doing them a favor."

"Well, then how about another one of your famous plagues?" says Adam.

"They worked great in Egypt."

"I'm one step ahead of you," says God. "I sent down some locusts last Wednesday. They all died in the pollution. Except twelve, and they were mugged by mosquitoes."

Whereupon Adam gave God a rim shot, and then he said, "I got it. Why not do the Noah's Ark bit again? You get some pure, clean people. You know, the Nixons, Billy Graham, the King Family, and like that. You put them all on a boat with beasts of the field. Then you make forty days of torrential rain, you drown the rest of the world, and you start all over again."



"Hmn," thinks God, "Richard's Ark. Not a bad idea. No, no, it won't work. All of those people alone on a boat for forty days with all those animals. God only knows what could happen nowadays. And I do. So I won't."

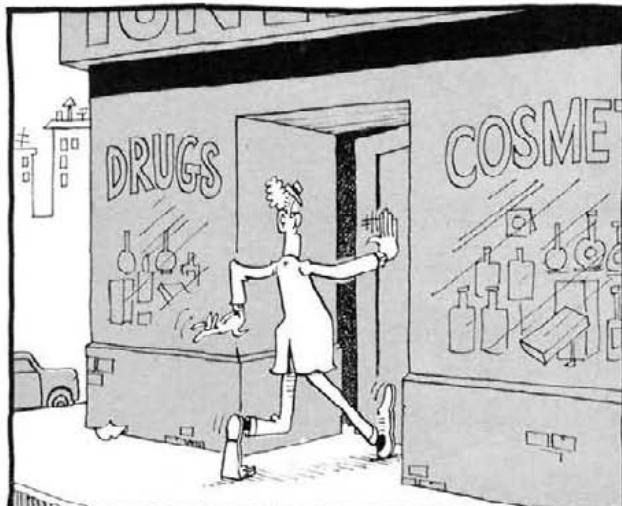
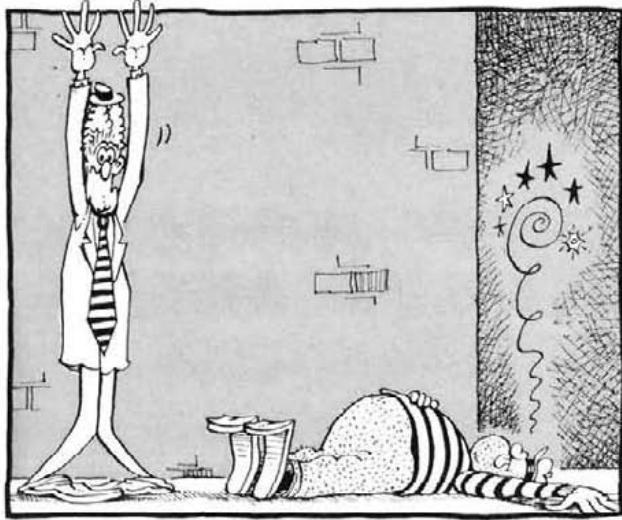
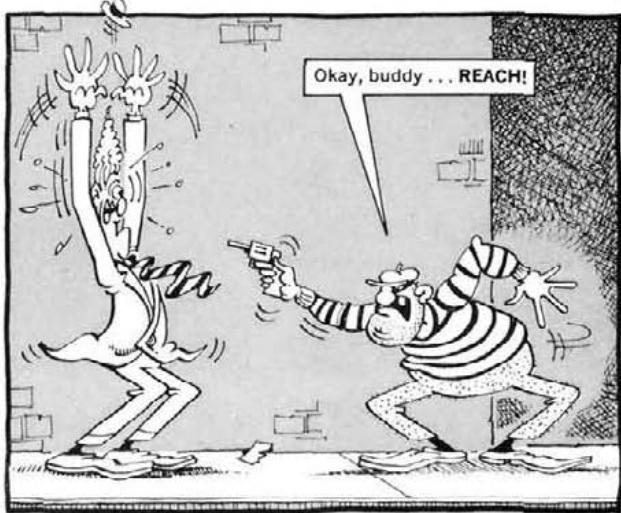
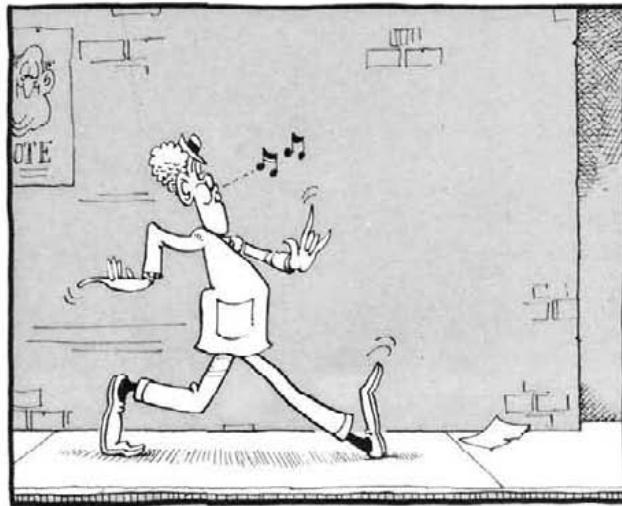
"Well then," says Adam, "I guess all we can do now is pray."

"That's easy for you to say," says God.

CHAPTER 10—SEX TONIGHT

Please. Not tonight. I have a headache.

ONE DAY IN THE CITY



Listen, everybody! Inflation is killing us! Even my cost-of-living-raise didn't cover the rise in the cost of living! So everybody in this family is going to have to tighten his belt and economize! We've got to cut down on luxuries ... and stick only to necessities!

Take items like the second car, liquor, the swimming pool, private schools ...

... the cottage on the lake, European vacations and the Country Club ...

Okay, Dad! You've listed the NECESSITIES! Now ... what about the LUXURIES?



BERG'S-EYE VIEW DEPT.

**THE
LIGHTER
SIDE OF...**

THE HIGH

Well, girls ... one of my childhood dreams has finally come true!

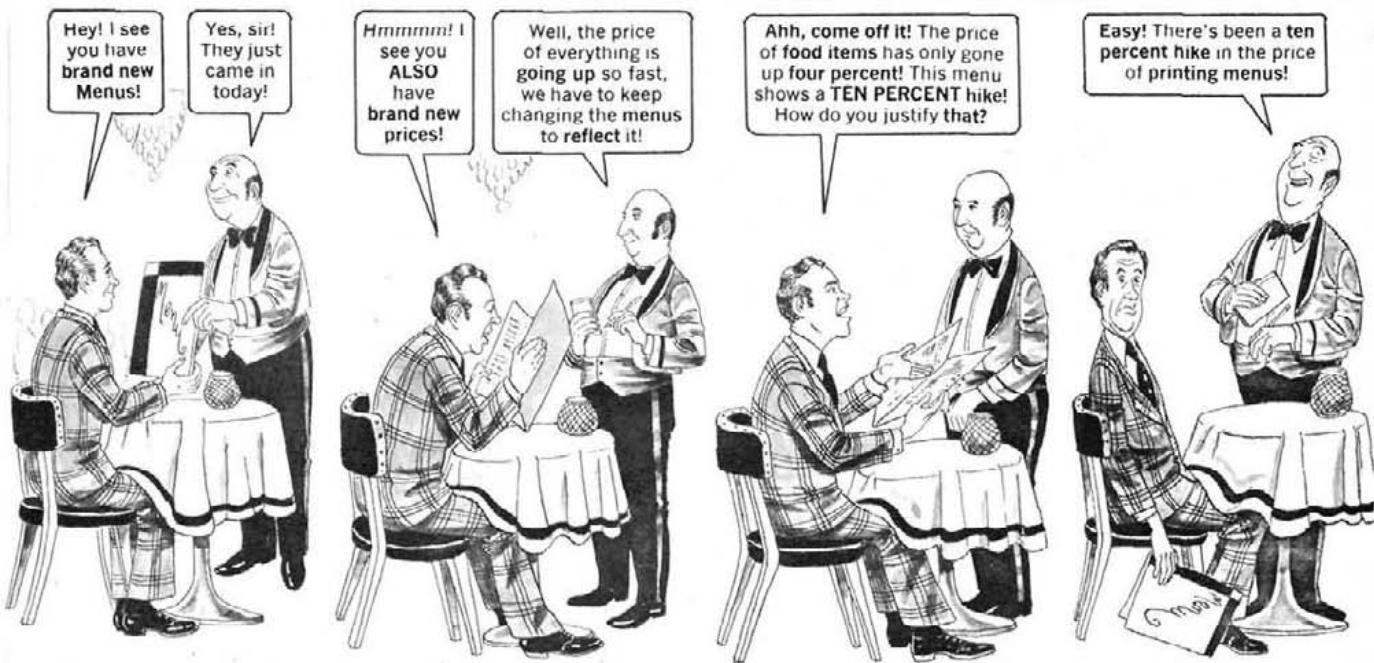
Remember how I always used to say that someday I'd live in a \$60,000 HOME???

You're MOVING?!? When?? Where??

Who's moving?!

This crummy, beat-up old shack has just been re-appraised for \$60,000!

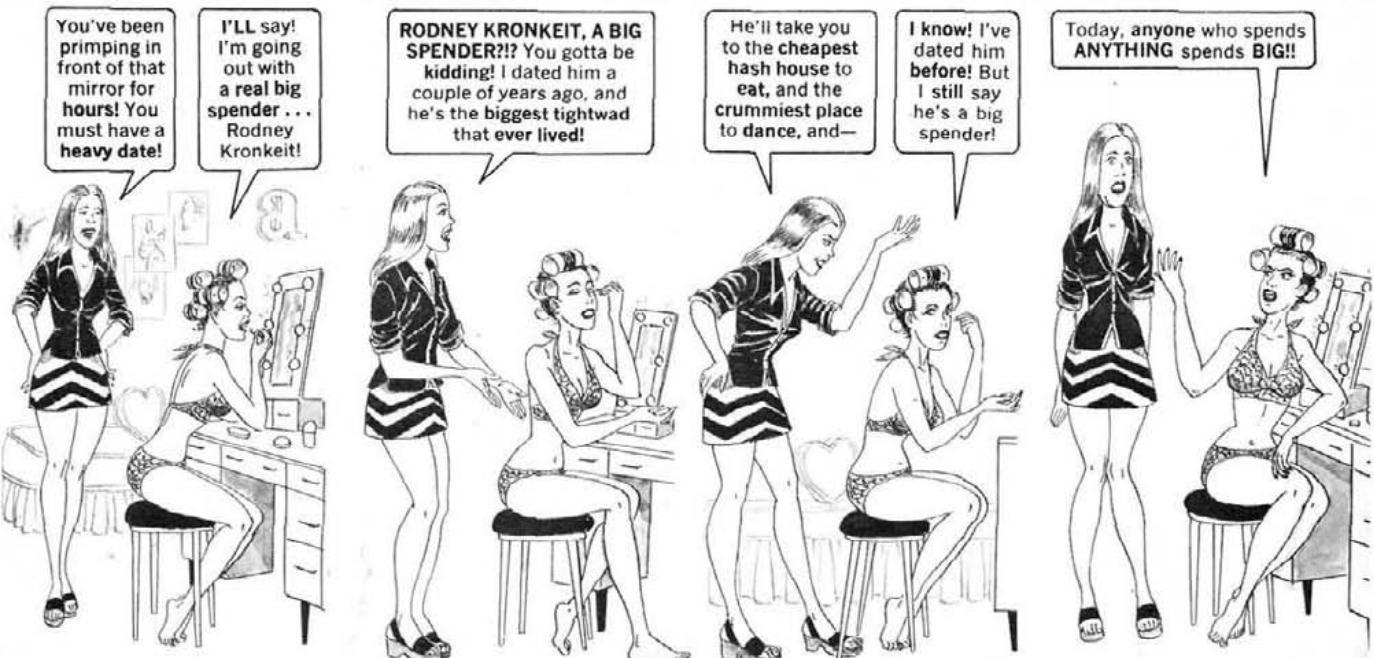




COST OF LIVING



ARTIST & WRITER:
DAVE BERG





Even TALK isn't cheap anymore!!



I've been racking my brain for months, trying to find a way to beat the high cost of dating! And, yesterday . . . I finally found it!!



I read where there was this Free Concert in the Park!



So . . . did you take your date there?



When there's inflation and you're on a fixed income, it's absolute murder!

You're telling me! I don't know how I'm going to survive!



Yet, Mr. Shtarker over there, who's also on a fixed income, seems to manage very well!



That's different! He's very frugal, and a very shrewd money manager! He buys only those things that are on sale, and he watches every penny . . .

And he also takes advantage of every reduction allowed to Senior Citizens!



SO? I do all those things, too! How come I can't manage, and HE CAN!?



Because HIS fixed income is \$30,000 a year!

With the constant rise in the cost of living, I find it harder and harder to stick to a budget! This month was a total disaster! So I bought this pocket calculator to accurately figure out where I went wrong!



Let's see! Food: \$258.12, rent: \$275.00, telephone: \$28.47, gas and electric: \$38.73, clothing: \$175.71, medical bills: \$50.00 and miscellaneous items . . .



Ah! Here's where I went wrong!

Okay—where?



The cost of this POCKET COMPUTER put us in the red!





HERE SEEMS to be a basic instinct that drives us to flaunt Status Symbols so the world will know what clever and superior members of the herd we really are. And, although there has never been anything commendable about Status Symbols, at least we all knew what they were as we clawed our way up the ladder from Status Symbol Roller Skates with lots of extra ball bearings to Status Symbol limousines with lots of extra cylinders.

But recently, the marks of Status have changed in every age group. Suddenly, the whole neat orderly garish system has been upset. Today, the Status Symbols of adults are regarded as tasteless by the younger generation, whose funky treasures are in turn condemned by the small fry as being just plain icky. And so, because MAD thinks it would be a shame if its industrious readers continued lying, cheating and stealing to reach the top, only to flaunt the wrong Status Symbol after they got there, and to help all of you to become the envy of the low class peasants you are forced to associate with, we have called upon a costly imported writer and a uniquely hand-carved expensive artist to prepare this



A MAD GUIDE TO STATUS SYMBOLS

ARTIST: PAUL COKER, JR. WRITER: TOM KOCH

WHEN YOU'RE A LITTLE KID...

Breaking your arm climbing trees is not a Status Symbol.



Breaking your leg playing football is.

Having an ancestor who was a British nobleman is not a Status Symbol.



Having one who was a Blackfoot Indian Chief is.



Owning a de luxe, jumbo box of 36 crayons is not a Status Symbol.



Eating all of them on a dare at recess is.

A \$200 dog that can win blue ribbons is not a Status Symbol.



A 50c lizard that can make girls scream is.

A Twinkie in your lunch box is not a Status Symbol.



An Energy Wafer like the Astronauts eat is.

WHEN YOU'RE A BIGGER KID...

Breaking your leg playing football is no longer a Status Symbol.



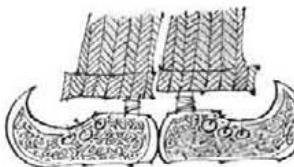
Breaking both your legs skiing is.

Being able to buy lunch for friends is not a Status Symbol.



Being able to scrounge lunch from strangers is.

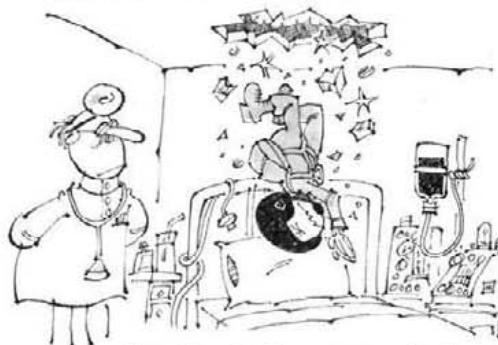
Imported shoes are not a Status Symbol.



Bare feet, either imported or domestic, are.

WHEN YOU'RE A YOUNG ADULT...

Breaking one or two bones in some juvenile pastime is not a Status Symbol.



Breaking all of your bones sky-diving is.

Going to a psychiatrist is not a Status Symbol.



Going to a guru who worships wax fruit is.

WHEN YOU'RE A VERY OLD (OVER 30) ADULT...

Breaking any or all of your bones is not a Status Symbol.



Acquiring a tennis elbow is.

Working in a ghetto one day a week is a Status Symbol.



Living there seven days a week is not.

Owning a profitable factory is not a Status Symbol.



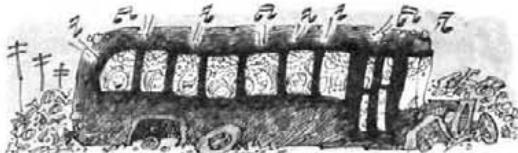
Owning an unprofitable football team is.

A 1974 VW with automatic shift is not a Status Symbol.



A 1954 VW with psychedelic paint is.

Holding your Sweet Sixteen Party in a hotel ballroom is not a Status Symbol.



Holding it in a condemned warehouse or a junked bus is.

Dressing poor when you're rich is a Status Symbol.



Dressing poor because you really are poor isn't.

Flunking your Algebra Test is not a Status Symbol.



Flunking your Wasserman Test isn't one either.

Owning A-rated stocks is not a Status Symbol.



Producing X-rated movies is.

★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★
Being jailed for slapping your wife is not a Status Symbol.



A diploma from Vassar is not a Status Symbol.



A diploma from the Tel Aviv Academy of Tractoring is.

★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★
Being jailed for clubbing a lettuce grower is.

Living in a 200-year old farmhouse is a Status Symbol.



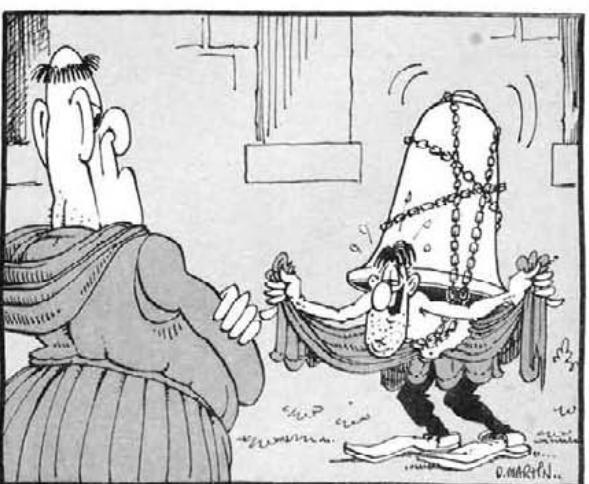
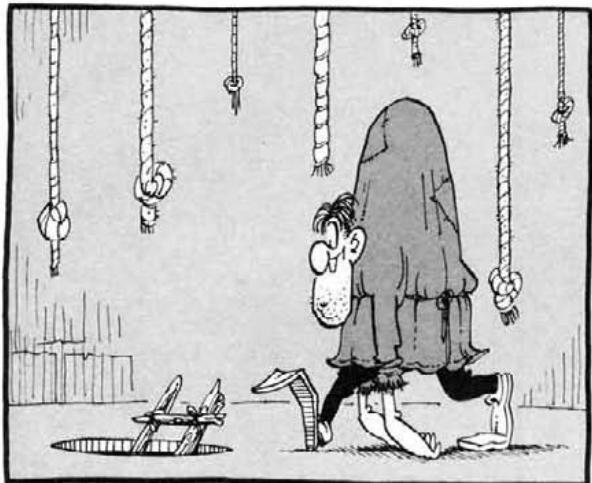
Living in a 50-year old Apartment house is not.

Having your books audited by the I.R.S. is not a Status Symbol.



Having your mail screened by the F.B.I. is.

ONE DAY AT NOTRE DAME





A MAD LOOK AT FUNERALS

ARTIST: BOB CLARKE

WRITER: STAN HART

Here at Heavenly Rest Funeral Home, we pride ourselves on our patience, our understanding, our kindness and our helpfulness in your hour of need!

Thank you! But about the money, I...

Tut-tut! May I suggest that in this time of sadness, we do not think about such things as "money"!

You're very kind! Because I only have two hundred dollars—

In that case, may I suggest that you get the hell out of here!

Be careful not to let any of the mourners touch these flowers!

Why's that?

Because right after the service, the flowers must be removed and taken somewhere else!

Oh, you mean out to the Cemetery in the hearse??

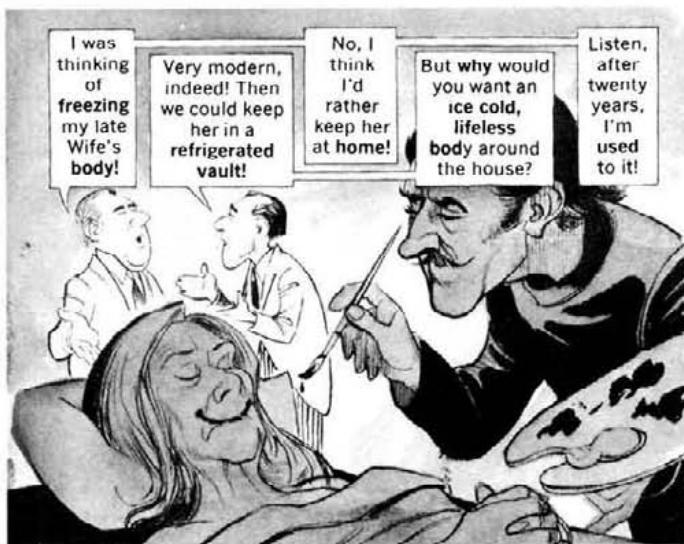
No, idiot! Across the street to the Wedding Ceremony I'm catering!



In my Eulogy, I will say, "The Dear Departed . . . who I was honored to know so well . . . was always a true friend and a comfort to all who knew her. She typified all that was beautiful in American womanhood . . ." Will that be satisfactory?

Yeah . . . except for one thing! The "Dear Departed" was my UNCLE!





HITTING THE PITCH DEPT.

We've often seen advertisements with those "Testimonial Letters From Our Satisfied Customers," right? Well, it occurred to us recently that, after using the product over an extended period of time, all those customers

FOLLOW-UP TO ADVE

MORE-WEIGHT, Inc.
186 Gainer Road
Pound Ridge, N.Y.
(gentlemen),

Please remove my testimonial letter from your ads. I mean the one I wrote a few months ago, telling you how thrilled I was when "I put on 15 pounds just by drinking MORE-WEIGHT for only two weeks!" Since that time, I have put on an additional sixty pounds! And even though I've cut out MORE-WEIGHT altogether, I'm still gaining about five pounds a week! MORE-WEIGHT must have changed my body chemistry permanently!

Please print this letter in your ads instead, to warn others.

Sincerely,
Emily Levine

SPEED-O-READ METHOD, Inc.
31 Zipp Lane
Quicksand, Can.

Gentlemen:

It's true! You DID teach me to read fast! Only, now I read TOO FAST!

I read "War and Peace" in 12 minutes!
I read every book in my local library in three and a half days.

And I read every magazine on my local newsstand in two hours!

Now, I have nothing left to read, and I'm going out of my mind!

Yours very truly,
Natalie Sigler

PEP-UP, Inc.
76 Alert Road
Britleyes, Nev.

Sirs:

Since I dashed off my last letter, letting you know how "Pep-Up" gave me such unbelievable get-up-and-go, I've been awake for 567 consecutive hours.

I can't sit still. I can't stand still. My wife has left me because I'm too "up" to go to bed anymore. And my friends won't have anything to do with me because I exhaust them with my hyperactivity.

Please tell me what to do!

But don't write to me at my home. Write to me at my new job. In fact, I'm writing this letter as I'm jogging to work. My office is only 189 miles away.

Yours very truly,
John Crouse

may not remain satisfied! And if that happened, and they wrote second letters to the companies, we'd never get to see them in print. So, as a public service, we raided a few wastebaskets, and now fearlessly publish these . . .

P LETTERS RTISERS

WRITER: DICK DE BARTOLO



Oxford Vocabulary Course
1744 Thesaurus Street
Webster, Mich.

Gentlemen,

Prior to succumbing to the blandishments of your advertisement, promulgating the aggrandizement of my word potential, I was being debilitated conversationally and communicatively by the limitations of my self-expression.

However, now all my discourse is fraught with a plethora of antediluvian references, complex circumlocution, and a permeating pedantry that has precipitated a passivity among my peers and cost me their camaraderie . . . a resultant I would not enjoin upon a canine.

Most regrettably yours,

Felix Maldonado

EASY-PLAY MUSIC CO.
78 Base Chord Drive
Toonerville, Miss.

Gentlemen:

Remember the letter I wrote? The one you used in your ads, telling how I'd made friends and became popular since learning to play the piano the EASY-PLAY way? Well forget it! I mean, now I'm too popular! Now I have too many friends! They keep dropping by the house! They keep phoning me -- sometimes at 2 or 3 in the morning -- wanting to come over! Boy, am I sorry I ever became the "Life Of The Party!"

Yours truly,
Herbert Wolfe

IRON FISTS
89 Muscle Beach Dr.
Van Nuys, Calif.

Gentlemen:

You promised me "Iron Fists -- and that's what I got! Now, I can't even open a door without ripping it off its hinges! My house is now a walk-through, because the front and back doors are gone, and everybody walks through! I now own a four-doorless sedan! And I keep leaving all the drawers open -- permanently! I even had someone mail this letter to you because the last time I tried mailing a letter myself, I ripped the slot-cover off the mailbox!

I only wish I could have my frail arms back!

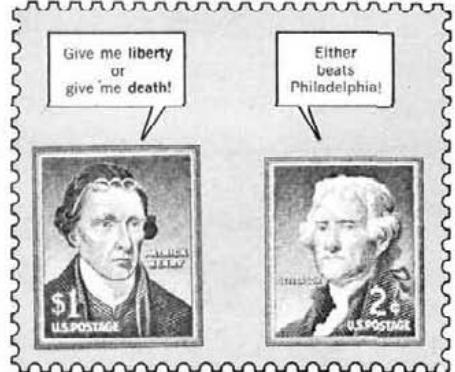
Yours truly,
Irwin Lenore

POST EXCHANGES DEPT.

If you didn't skip Page 3 of this issue, you noted that we're plugging Frank Jacobs' "MAD's Talking Stamps," our latest, all-new paperback. We like it so much that, sneaky finks that we are, we've stolen some of the choicer bits for ourselves. There's a lot more in the book, of course, but until you buy a copy, here's a sampling of MAD's...

TALKING STAMPS

STAMPS COURTESY DUMONT STAMP CO., N.Y.C.



U.S. REGULAR ISSUE, 1954-55



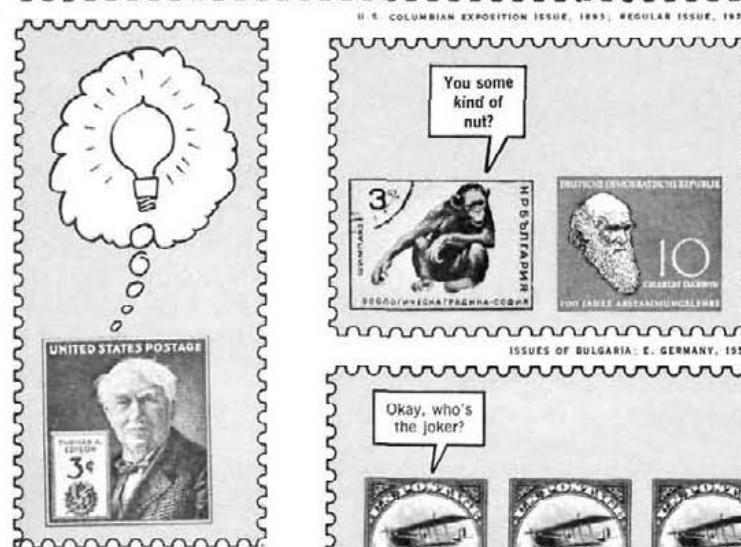
U.S. SUSAN B. ANTHONY ISSUE, 1936



U.S. BETSY ROSS ISSUE, 1952



U.S. COLUMBIAN EXPOSITION ISSUE, 1893-REGULAR ISSUE, 1923



ISSUES OF BULGARIA & E. GERMANY, 1958



U.S. MOON LANDING COMMEMORATIVE, 1969

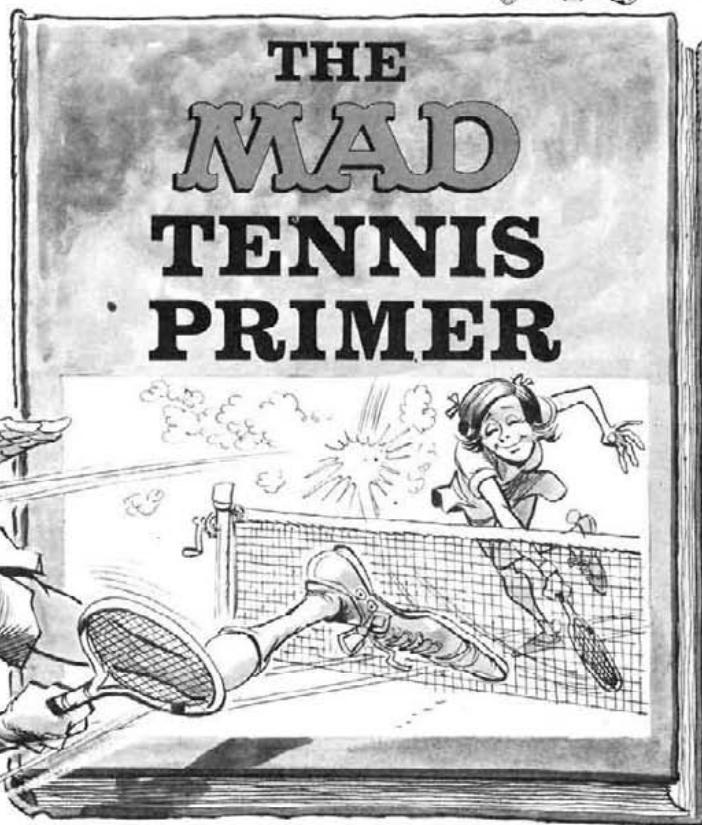


U.S. FAMILY PLANNING ISSUE, 1972, VATICAN CITY ISSUE, 1965



COURT JESTING DEPT.

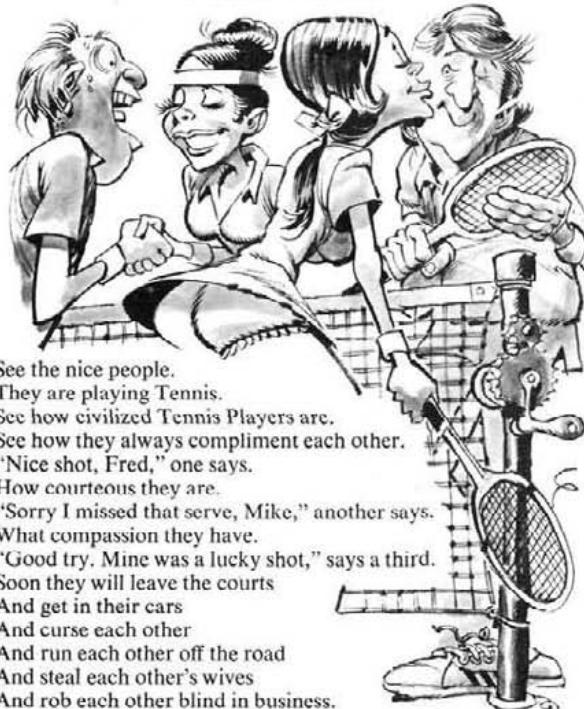
Tennis is one of the fastest-rising Sports in the country today. It seems that just about everybody is playing Tennis, and its rise in current popularity is amazing. Well, we've decided to put an end to it once and for all...with



ARTIST: JACK DAVIS

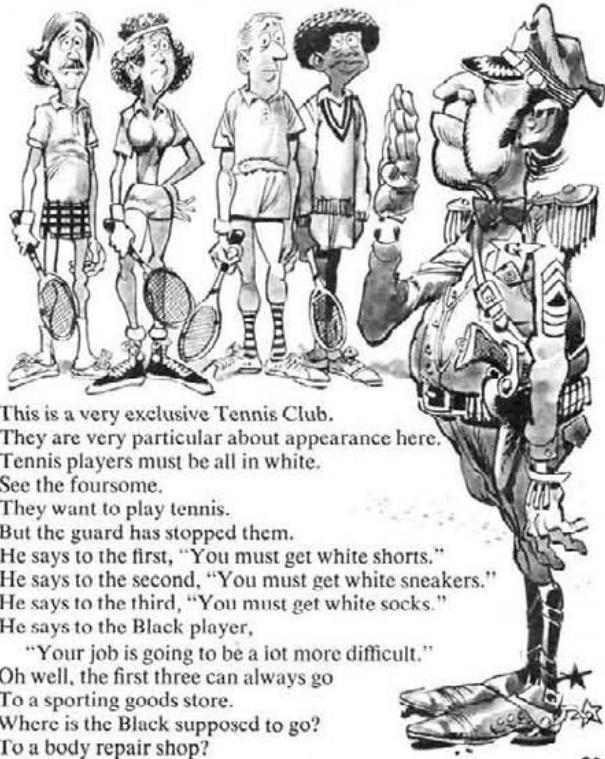
WRITER: LARRY SIEGEL

CHAPTER ONE



See the nice people.
They are playing Tennis.
See how civilized Tennis Players are.
See how they always compliment each other.
"Nice shot, Fred," one says.
How courteous they are.
"Sorry I missed that serve, Mike," another says.
What compassion they have.
"Good try. Mine was a lucky shot," says a third.
Soon they will leave the courts
And get in their cars
And curse each other
And run each other off the road
And steal each other's wives
And rob each other blind in business.
Tennis is a great sport
But it does interfere with the American Way of Life.

CHAPTER TWO



This is a very exclusive Tennis Club.
They are very particular about appearance here.
Tennis players must be all in white.
See the foursome.
They want to play tennis.
But the guard has stopped them.
He says to the first, "You must get white shorts."
He says to the second, "You must get white sneakers."
He says to the third, "You must get white socks."
He says to the Black player,

"Your job is going to be a lot more difficult."
Oh well, the first three can always go
To a sporting goods store.
Where is the Black supposed to go?
To a body repair shop?

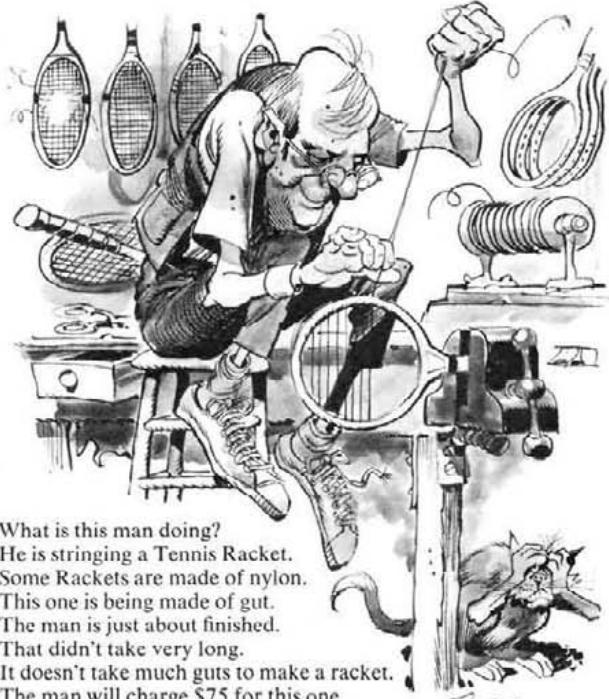
CHAPTER THREE



See the doubles match.
Three men are playing with a girl.
The men are excellent players.
The girl is awful.
She leaps high for shots and misses.
She leans over for shots and misses.
She bends down for shots and misses.
She is not good.
She is not athletic.
She is not graceful.
Why do the men play with her?
She is not wearing a bra.

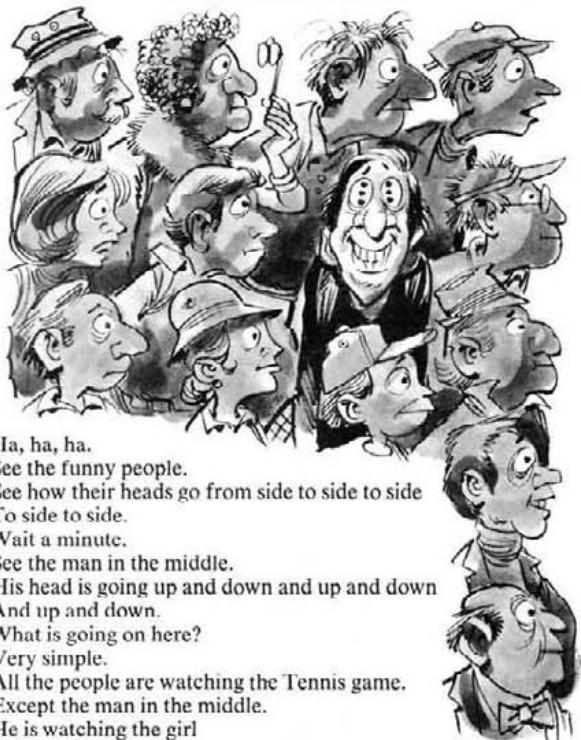


CHAPTER SEVEN



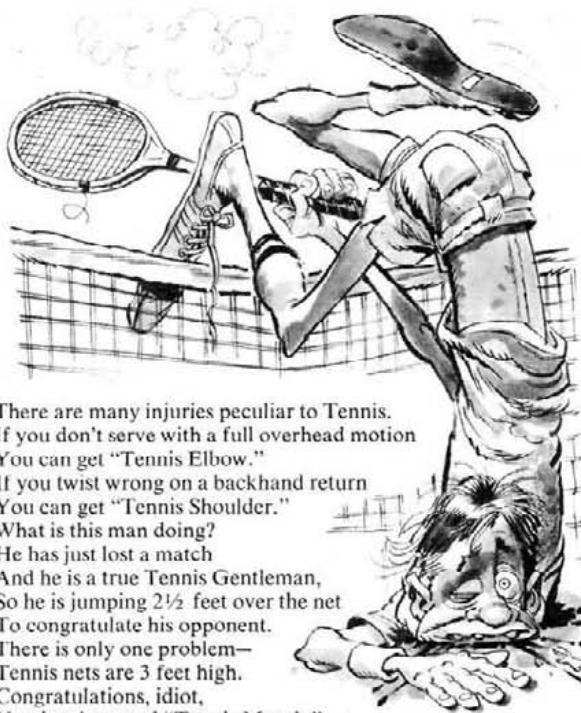
What is this man doing?
He is stringing a Tennis Racket.
Some Rackets are made of nylon.
This one is being made of gut.
The man is just about finished.
That didn't take very long.
It doesn't take much guts to make a racket.
The man will charge \$75 for this one.
Now that takes guts.

CHAPTER FOUR



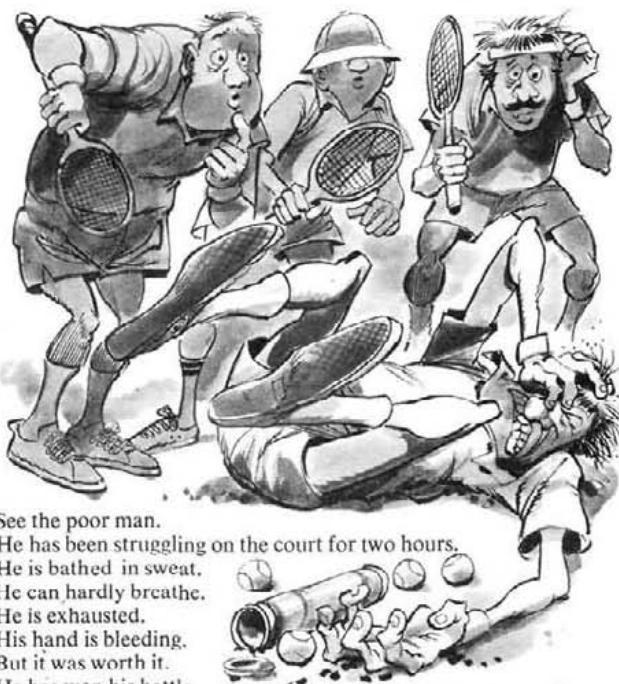
Ha, ha, ha.
See the funny people.
See how their heads go from side to side
To side to side.
Wait a minute.
See the man in the middle.
His head is going up and down and up and down
And up and down.
What is going on here?
Very simple.
All the people are watching the Tennis game.
Except the man in the middle.
He is watching the girl
Without the bra.

CHAPTER EIGHT



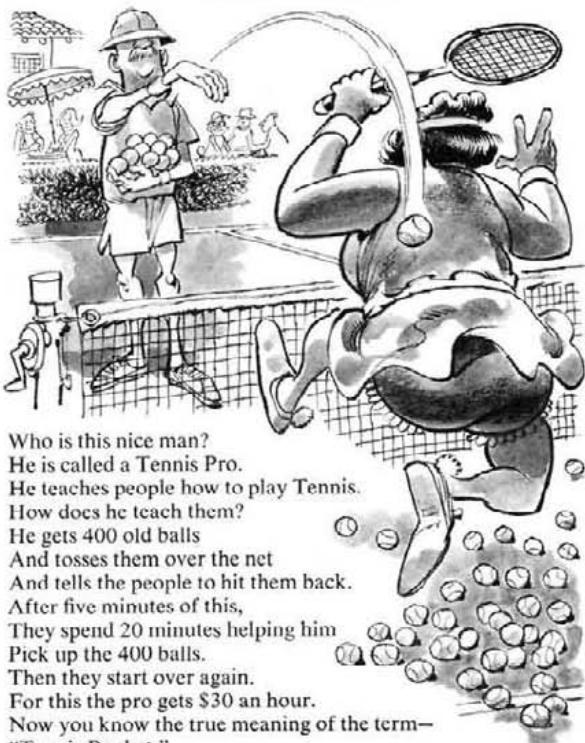
There are many injuries peculiar to Tennis.
If you don't serve with a full overhead motion
You can get "Tennis Elbow."
If you twist wrong on a backhand return
You can get "Tennis Shoulder."
What is this man doing?
He has just lost a match
And he is a true Tennis Gentleman,
So he is jumping 2 1/2 feet over the net
To congratulate his opponent.
There is only one problem—
Tennis nets are 3 feet high.
Congratulations, idiot,
You just invented "Tennis Mouth."

CHAPTER FIVE



See the poor man.
He has been struggling on the court for two hours.
He is bathed in sweat.
He can hardly breathe.
He is exhausted.
His hand is bleeding.
But it was worth it.
He has won his battle.
Now that he has finally opened the vacuum-packed can of balls,
He is ready to play Tennis.

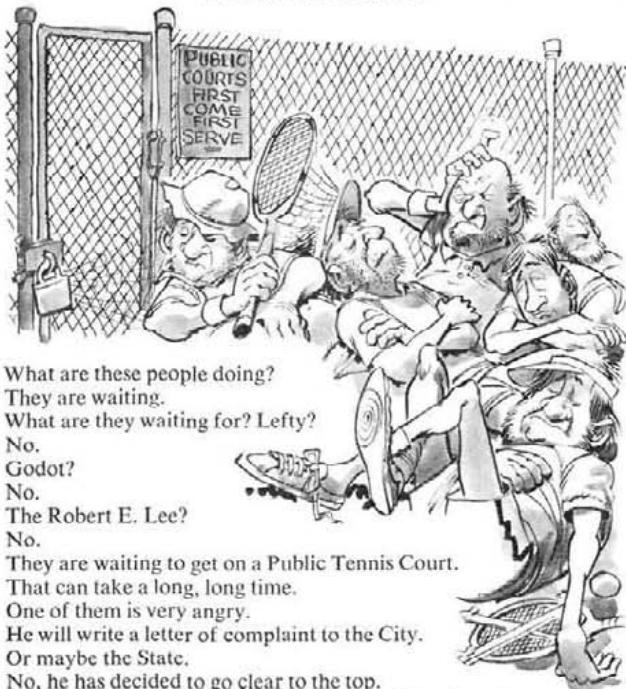
CHAPTER SIX



Who is this nice man?
He is called a Tennis Pro.
He teaches people how to play Tennis.
How does he teach them?
He gets 400 old balls
And tosses them over the net
And tells the people to hit them back.
After five minutes of this,
They spend 20 minutes helping him
Pick up the 400 balls.
Then they start over again.
For this the pro gets \$30 an hour.
Now you know the true meaning of the term—
"Tennis Racket."

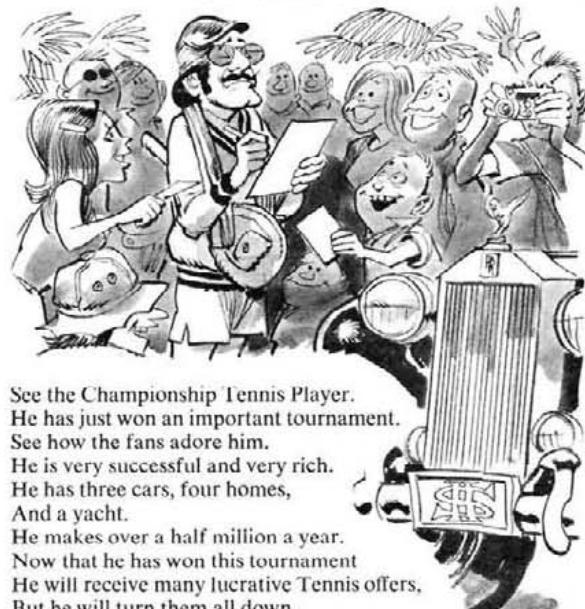


CHAPTER NINE



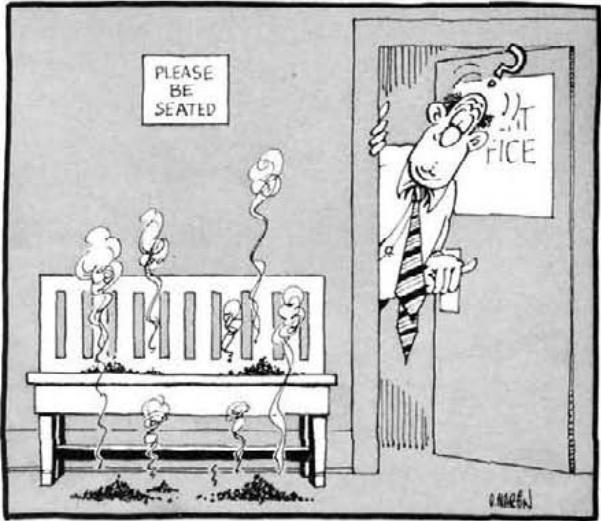
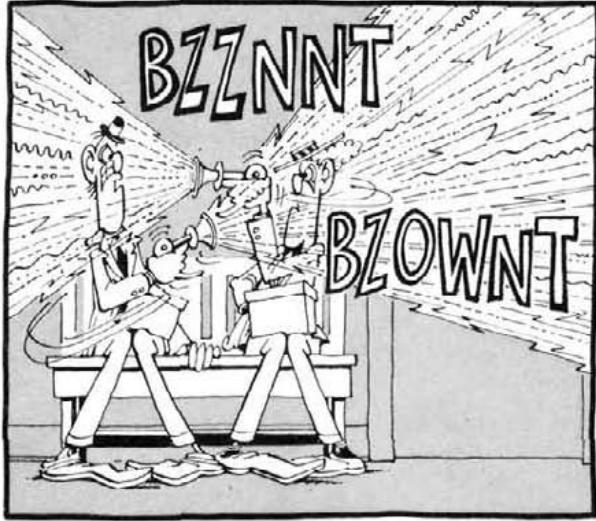
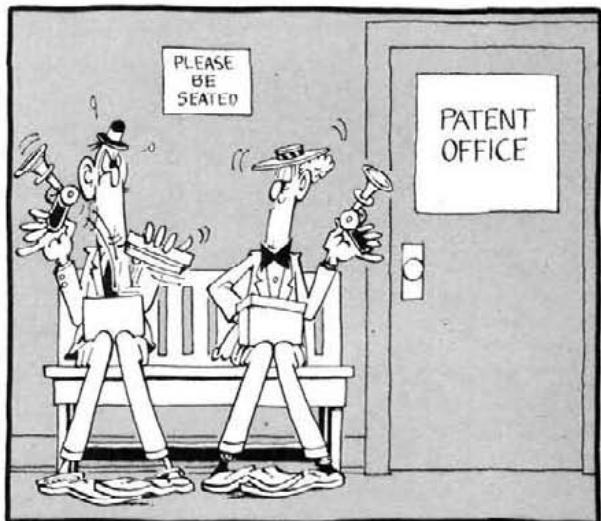
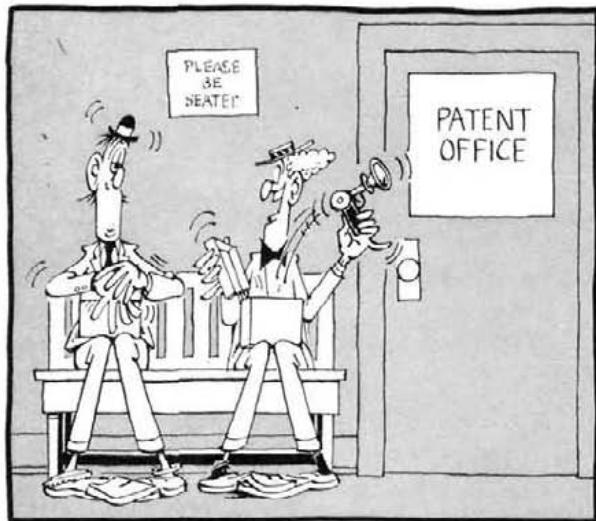
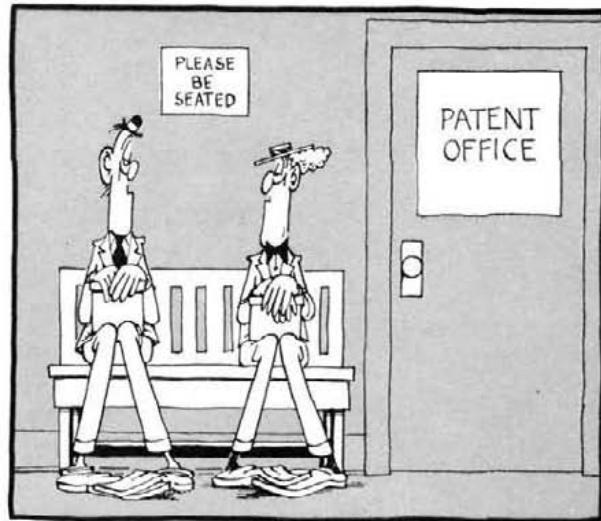
What are these people doing?
They are waiting.
What are they waiting for? Lefty?
No.
Godot?
No.
The Robert E. Lee?
No.
They are waiting to get on a Public Tennis Court.
That can take a long, long time.
One of them is very angry.
He will write a letter of complaint to the City.
Or maybe the State.
No, he has decided to go clear to the top.
He's going to send a letter directly to Pres. Eisenhower.
Hmm, he's been waiting a lot longer than we thought.

CHAPTER TEN



See the Championship Tennis Player.
He has just won an important tournament.
See how the fans adore him.
He is very successful and very rich.
He has three cars, four homes,
And a yacht.
He makes over a half million a year.
Now that he has won this tournament
He will receive many lucrative Tennis offers,
But he will turn them all down.
Do you know why he will turn them down?
Because he doesn't want to turn Professional.
Isn't Amateur Tennis wonderful?
Some top performers make almost as much money
As College Football Players.

ONE DAY IN THE PATENT OFFICE





Would a hard-riding, gun-toting, square-jawed, straight-shooting Marshal from New Mexico really help New York solve its crime problem? We think it's an idiotic idea . . . even for Television! But that's what they're actually trying to sell us with . . .

McCLOD

ARTIST: ANGELO TORRES

WRITER: LOU SILVERSTONE

Good afternoon, McClod! I'm glad you're just visiting us! I don't know about New Mexico, but here in New York, gangsters get up bright and early, and we expect our Police Officers to at least do the same!

Now, Chief! Don't get all heated up! It was so nice, Ah decided to walk through Central Park!

Ah know! But Ah like t' mosey along the Bridle Path! Reminds me of home! Anyway, Ah stumbled on t' somethin'!

So I noticed! Next time you decide to walk along a Bridle Path, take off your BOOTS before you come in here!

A'm tryin' t' tell yuh! Ah discovered a gang of RUSTLERS in Central Park!

Listen, McClod! We've got con men, muggers, rapists, murderers . . . we've even got Shakespeare in the Park! The one thing we DON'T have is Rustlers . . . mainly because there's nothing to rustle!!

Shor there is! BY-CYCLES!



Yessir,
Ah
saw a
couple
of
fellers
rustlin'
bikes!

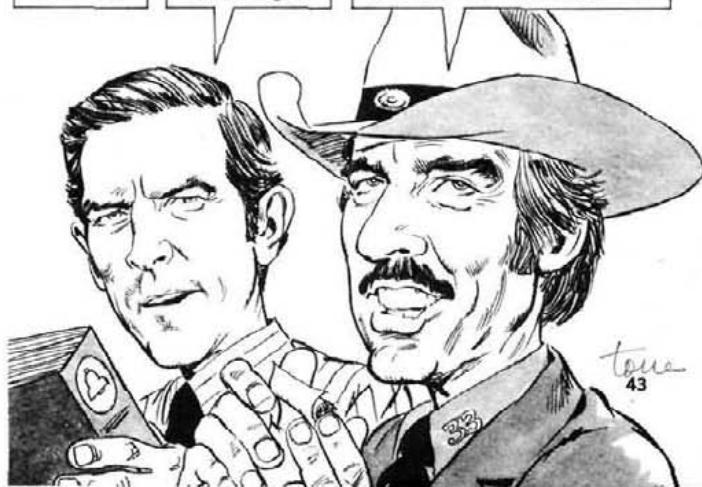
Allegedly, McClod,
you are a Police
Officer! That means
that if you witness
a Felony, you are
supposed to ARREST
the perpetrators!

Ah know that, Chief! But Ah figure Bike Rustlin's a whole lot like Cattle Rustlin! And it don't make much horse sense to arrest the Hired Hands! You gotta go after the HEAD HONCHO!

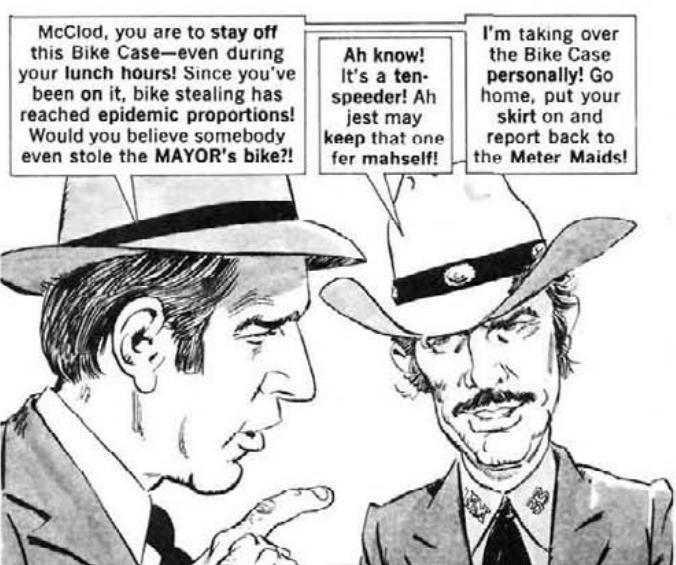
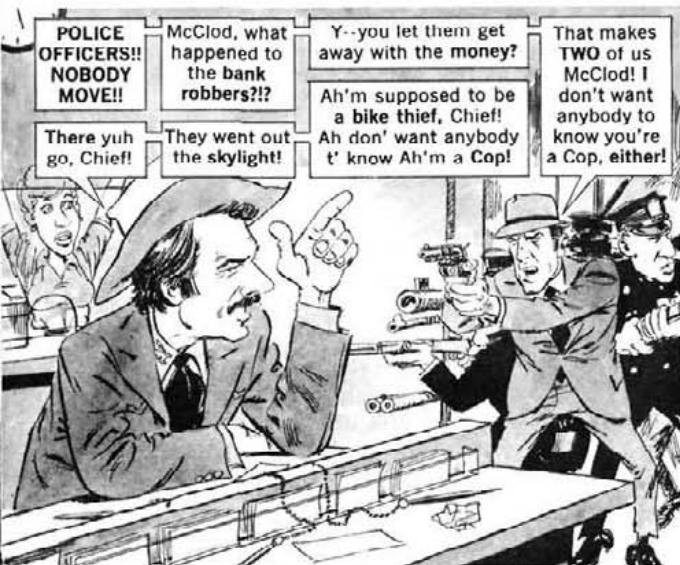
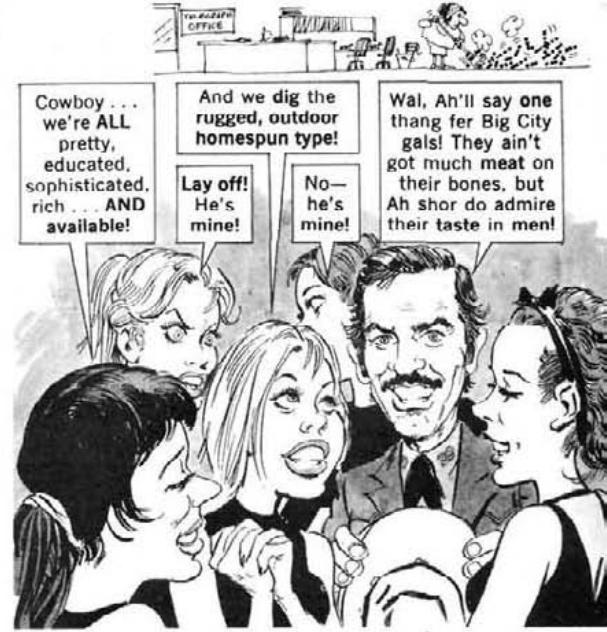
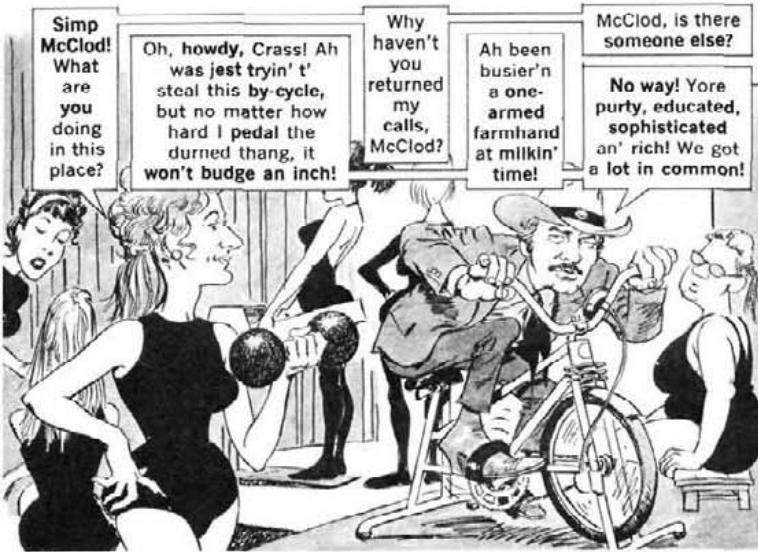
So Ah'd like t' join up with that gang, find out who the Boss is . . . and THEN we corral 'em!

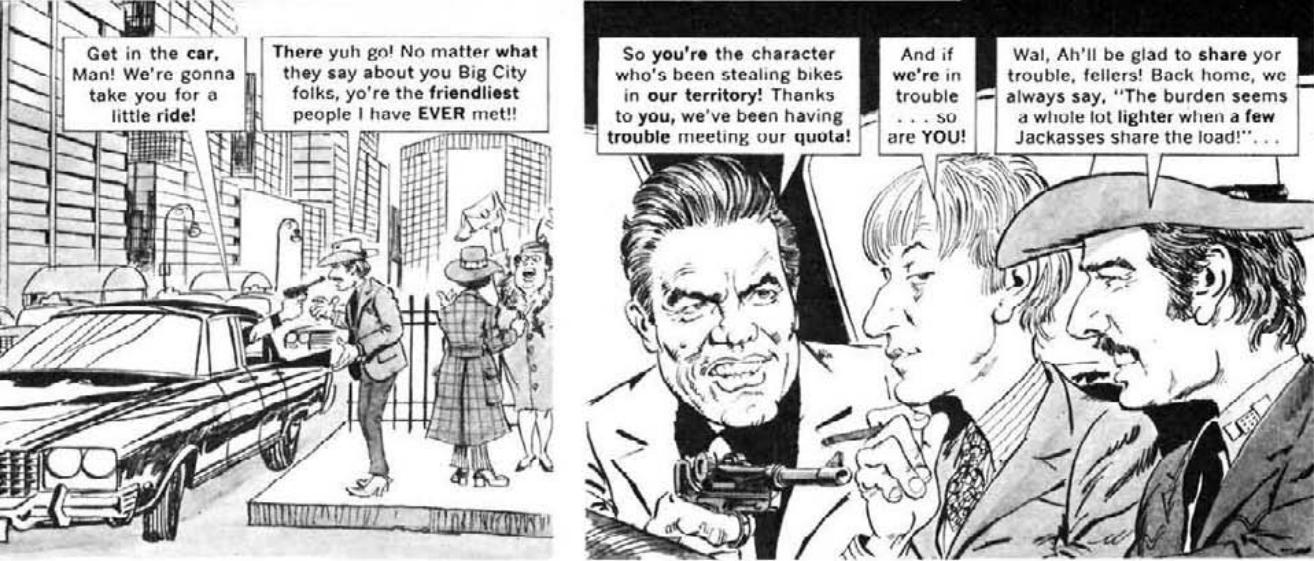
How do you plan on doing that, McClod! Are you going to look up "Bike Rustlers" in the Yellow Pages?

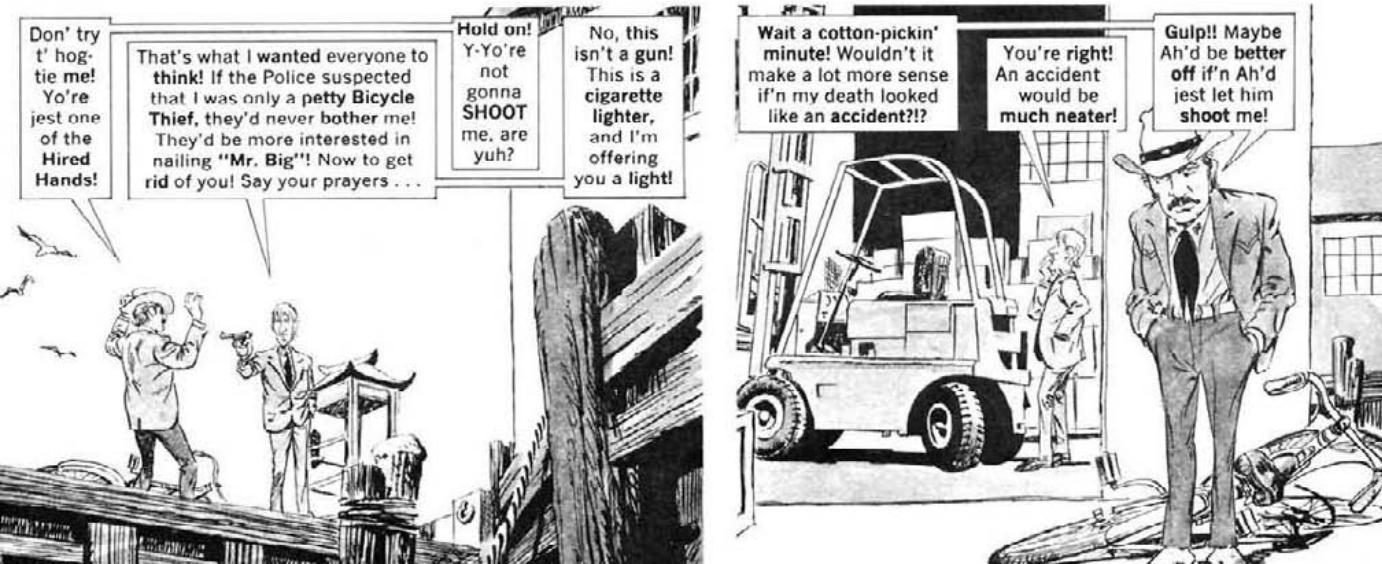
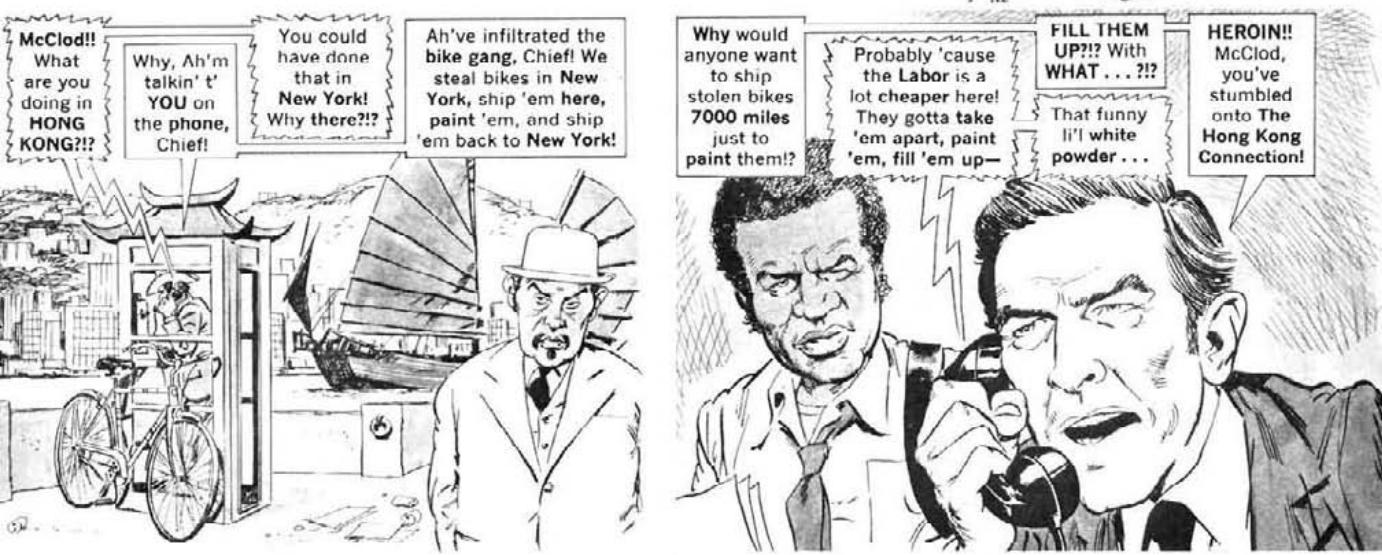
That wouldn't do me much good! Ah still get throwed by them new-fangled dial phones! Now, back in Tacos, all we gotta do is lift the receiver and tell the Operator what number we want! In fact, there's this ONE Operator named Amy Lou—

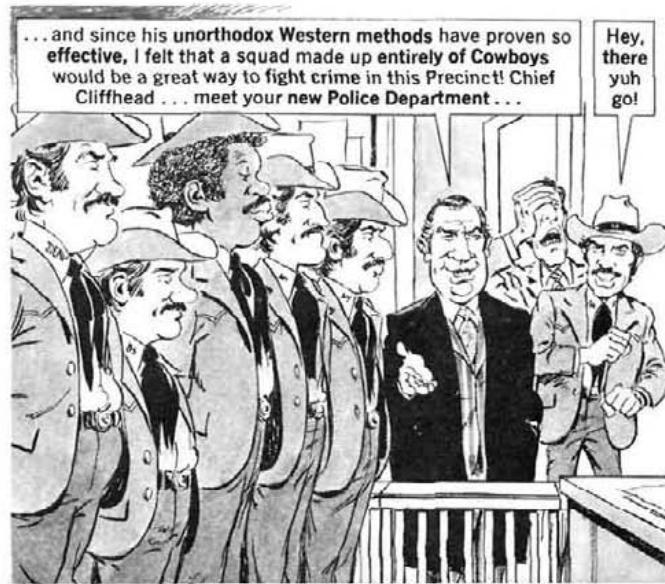












WHAT NEW
DEVELOPMENT
HAS GREATLY
IMPROVED
HIGHWAY
SAFETY?

HERE WE GO WITH ANOTHER RIDICULOUS
MAD FOLD-IN

Through the years, science has searched desperately for a method to reduce the terrible casualty toll on our nation's highways. Recently, however, a radical new development accomplished the job. To find out what it is, fold in page.



FOLD PAGE OVER LIKE THIS!

A►

FOLD THIS SECTION OVER LEFT

►B FOLD BACK SO "A" MEETS "B"



SAVE THE EAGLE!

